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U.S.1

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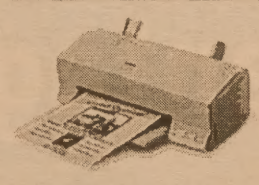

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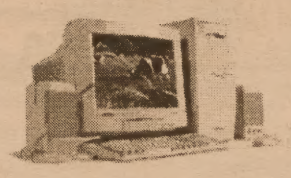

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Between The Lines

We read the other week that the major stock exchanges were planning on setting aside three Saturdays in the year 1999 to run simulated trading sessions using Year 2000 software. The practice sessions, with all computer clocks turned to some post-millennium date, would turn up the inevitable bugs in time to repair them.

We at U.S. 1 wish the stock brokers had given us a trial run before springing another Information Age change upon us: The conversion of stock quotations from fractions to decimals. We got our first taste of the new system on Monday evening, less than 18 hours before this paper was scheduled to go to press.

For our production crew the new format meant a hurried look at our old database that tracks the prices week by week and brings them together in a format compatible with our desktop publishing format. Then we inserted the new data, ran the merge operation, and created this week's table, which appears on page 67. It's an odd-looking duck, a mixture of the old and the new. By next week, with luck, we will have the format refined and we will be embracing the new and forgetting the past. Still, we wish we could have set aside even one day for a simulation.

The stock change came on top of other last-minute developments. In addition to the usual late-breaking news (how about that Verdge cafe closing down?), we also encountered a torrent of last-minute ad requests. The result was an 11th hour expansion of the paper from 76 to 80 pages, a change that required re-running the Preview section with different page numbers, and changing story references in the day-by-day events listings to the updated numbers.

We share all this with you in part because it helps explain our curt manners when some of you attempt to reach us on a deadline Monday afternoon or evening or a Tuesday morning. Lots of times the calls are intended to be polite follow-ups: Did you get my press release? Will you be able to use it? Did you get the ad we sent in? Will it be printed? Lots of times the answer is we don't know, and we aren't going to find out because we can't do anything about it at this point, anyhow.

We also share this because we hope some reader will refer us to an eager intern who could help ease our crunch on Mondays and Fridays. We are looking for someone seeking to extend their skills in desktop publishing and newspaper production, who is also willing to answer those phones and respond to those questions. Unlike some intern positions — at the White House, for example — our interns get paid real money for their time. And unlike some interns, ours are asked to concentrate on the publishing business, as opposed to monkey business. Candidates are urged to write a letter to our publisher — see the staff box to the left for details. No phone calls, please.

TWIN Nominees

As the newspaper that brought you the fabulous selection of Women in Science in last week's issue, we are also asked to remind you that nominees are still sought for the TWIN awards — Tribute to Women and Industry. The deadline is February 5. Contact Frances Ianacone at 609-936-0011. ■

INSIDE U.S.1

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The key to growth — running toward something, not away.

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U.S.1 SURVIVAL GUIDE

Overcoming the Barriers To Growth

In 20 years of working with growth-oriented companies, **Aldonna Ambler** has observed an unwritten rule: a true entrepreneur isn't afraid to grow a company. The owner of six businesses, including Ambler Growth Strategy Consultants, based in Hammonton, Ambler is adamant about her definition.

"I tend to deal with people who have been trying to go for growth, who have been oriented to creating jobs, risk takers," she says. "Dozens of my clients are the people who appear on the Inc. list of fastest growing companies. They really are entrepreneurs."

In order to grow, she maintains, entrepreneurs need to cast off selfish pretensions for being in business. "One of the distinctions I try to make is when are you running from something and when are you running towards something. If you're really running towards something, you have a much better chance to grow the business."

Entrepreneurs need to cast off selfish pretensions. 'If you're really running towards something, you have a much better chance to grow the business.'

The key to entrepreneurism is located in the core of why someone opens a business, Ambler explains. The motives better be pure. "For some people in business, the primary reason they're in business is that something went wrong," she says. "They had a corporate job they didn't want, they got laid off, they can't get along with authority, or they want to be home with their kids — all nice reasons to be in business, but not a way to drive growth in a business. They drive the start-up of a business, but that's not what's going to grow it."

Fond of terminology, Ambler tags those businesses started for the wrong reasons as "incorporated careers." "You'd be surprised how many people that look on the surface like they're entrepreneurs are just business owners," she says.

Ambler is a Certified Management Consultant (one of the first women to achieve this) and only the eighth person ever to attain both the CMC and CSP certificates. She is the featured speaker at the first of Princeton Chamber's Chamber College series on Thursday, January 29, at 8 a.m., at Sarnoff Corporation. The three-hour session costs $50 for those who are not chamber members and is sponsored by Edward Jones Investments, PNC and Summit banks, and Withum Smith & Brown. Call 609-520-1776.

To become an entrepreneur, a business owner must go through a rite of passage, which Ambler calls a "magic moment" when the owner suddenly changes the goal of the business very subtly. "They seem go back into business," she says. "The public can't see it. They don't announce it but they're different that day. It's really transforming."

Soon after, the business owner will have another epiphany: the realization that the business must start turning a profit. "That sounds corny too, but those two things are the two barriers to growth that I address," Ambler says.

These metamorphosed outlooks often foster a host of other changes in the way the business is run. Hiring practices are usually one of the first on the list to change. "At first

Continued on page 8

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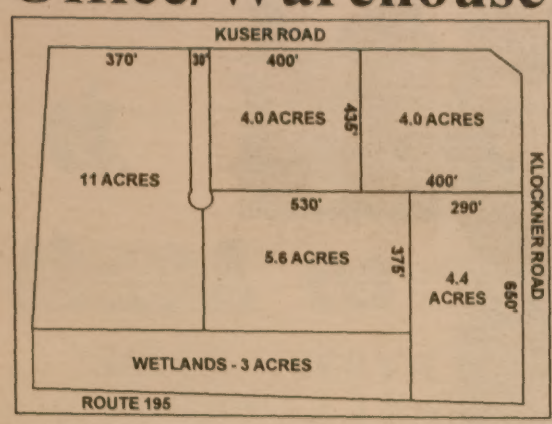

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Continued from page 6

you hire cheap and loyal, otherwise known as relatives," says Ambler. "You cut corners and you're trying to keep the costs down, and you don't want someone too smart and aggressive. But when you actually have these moments, then you want to have smart employees. You don't want to have someone who's just going to shut up and listen. You want to hire brights."

Related to this is the notion that employees will treat an entrepreneurial minded boss differently. "If you're communicating on a daily basis that you're really just an incorporated career and it's just about you, why should they stick around past 5 o'clock?"

Some entrepreneurs manage to grow their businesses at a mad clip despite their selfish motives, Ambler concedes, but their expansive efforts often meet catastrophic ends. "If the reason that you were growing was market dynamics instead of selfishness then you'll do things like build in quality control and you'll do things like pace the growth," says Ambler. "If it was really about the shore house and making more money, if it wasn't for productive things, the company comes unglued. Uncontrolled growth you can usually trace back to greed."

For business owners who haven't had their moment yet, Ambler has this advice: don't stick a toe in both waters. Don't start hiring expensive people or implementing quality control teams if you're just trying to make your $50,000 to $100,000 a year. "Don't beat yourself up if you're not bringing in a million bucks," she says. "Nobody's going to change until there's some dissatisfaction in their soul."

Breaking the Real Estate Barrier

One company that has been able to sustain the kind of growth plugged by **Aldonna Ambler** in the last article is Pharmacopeia, the designer of a vast molecular library for pharmaceutical R&D. The five-year-old company went public in late 1995, and has grown from two to more than 200 employees. **Lewis Shuster**, the CFO, explains that growth is the company's growth plan. "We have very major ambitions to continue growing throughout the company," he says. "We have a very strong technology and want to continue to expand."

The problem is space. Headquartered at 101 College Road, Pharmacopeia faces the same problem faced by many other companies on the fast-growth track in central New Jersey: ridiculously low vacancy rates. Pharmacopeia has managed to overcome this obstacle by including a creative growth strategy in its business plan from the beginning. "The company's strategy since we were founded was to get the office space and lab space to accommodate that growth," he adds.

Shuster and **Will Mayhall**, CEO of Princeton Financial Systems, another Princeton area company growing at hyperspeed, address real estate strategies at the New Jersey Technology Council on Wednesday, February 4, at 8:30 a.m. at the Woodbridge Sheraton. Cost: $30. Call 609-452-1010.

Lab space, it turns out, is about as scarce as Class A office space in the area. "There is a real shortage," says Shuster. "I'm not aware of any good inventory out there at all."

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Pharmacopeia's first option was to build a new lab, which has obvious disadvantages. "If you wanted to just take a piece of land from scratch and build the building you're talking about an awful amount of lead time," says Shuster. "It was essential that we find existing buildings and lease them."

With the aid of **Tom Giannone** at the Julien J. Studley agency, Pharmacopeia found other companies with lab space that were planning to leave the area.

Enter Enichem, the Italian developer of polymers and elastomers based at the Jersey Center Metroplex in Monmouth Junction. Enichem had hit hard times in New Jersey and began moving its operation to Houston, Texas a year ago. As Enichem began phasing out its

Continued on page 12

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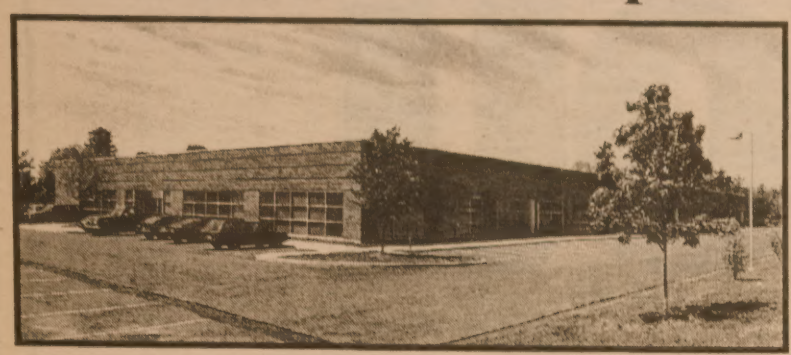

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Don't Turn Your Home Into Heartbreak House

A Few Tips for Avoiding Home Remodeling Hell

by Roger Mitchell, Esq.

The home remodeling business is booming. Americans spent more than $115 billion upgrading their homes in 1996, according to Money magazine. But a lot of those homeowners found out that failing to nail down some important points up front could turn their dream house into a nightmare and rapidly empty their pockets in the process.

If you're thinking about putting on an addition or livening up your living space, there are things you need to do well before the first board is sawed. Here are answers to questions that could save you money and peace of mind.

Q. What's the first thing I should do? Get detailed blueprints from an architect or by shopping your project around to contractors. The "prints" can be used to develop a bill of materials so you get a firm grasp of the project's cost. Many building supply houses have software that can convert plans into a list of materials and their cost, free of charge. The prints will also help you to get whatever permits might be needed from your municipality and to arrange financing.

Q. Do I need a formal contract? It's a good idea to either use the services of an attorney to draw up a contract or to go to the library to look up form contracts that you can copy. Many homeowners simply sign the proposal they receive from a contractor, rather than negotiate an agreement. A contract gives you a path to follow if there are any disputes.

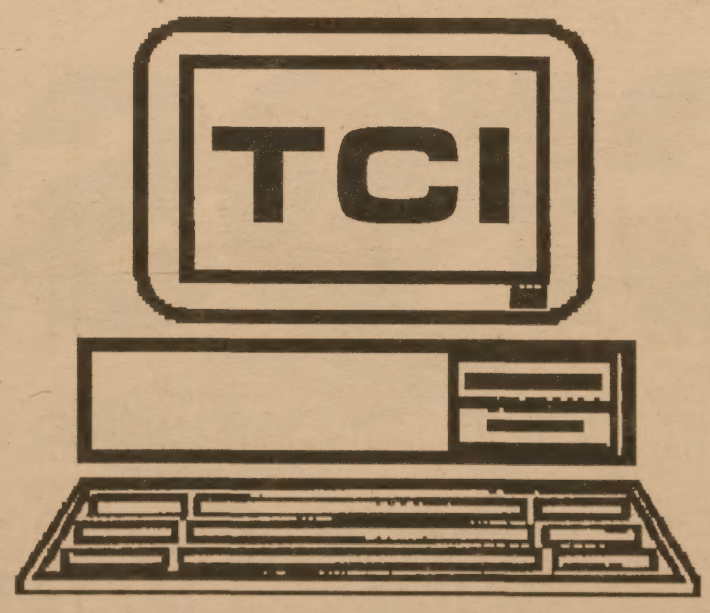
Q. How can I find a reputable contractor? It isn't enough to just check the phone book or look at the signs put up by people doing work in your neighborhood. They are no assurance of getting the job done the way you want it. Always ask a contractor for references. But don't stop there. Contact the people for whom the contractor did the work. Better yet, go see the work for yourself. Be wary of any contractor who won't provide references.

Q. What sort of a down payment is reasonable? It's a mistake to simply agree to the contractor's proposed payment schedule if it calls for a large advance payment before any work is done. Instead, negotiate a contract stipulating that you pay a small amount to get the contractor started in purchasing materials. Then proceed with a schedule based on completing specified elements — with ten percent withheld from each payment until the project is fully completed.

Q. How do I make sure the job is done on time? A schedule of completion is crucial here. The contractor should agree to devote himself to your project beginning on a certain date and until the job is finished. All too often, a contractor shows up the first day and gets right down to work, but fails to reappear for several days while he begins other customer's jobs. If you allow it, he will let yours drag on.

Q. What if there is a dispute? New Jersey law is clear: a contract must have specific items included in its language; the homeowner must sign all change orders all materials (and warranties) must be provided in accordance with prior agreement. If these things are not done and the contractor sues you, the law may prevent the contractor from collecting. In filing a counterclaim, homeowners can sue for consumer fraud and seek triple damages plus attorney fees. But the best way to avoid disputes or resolve them if they arise is to have anticipated those possibilities by starting out with a clear idea of what you want and a contract that spells out all the details.

This column is sponsored by Szaferman, Lakind, Blumstein, Watter & Blader, P.C., Attorneys at Law. Quakerbridge Executive Center, Lawrenceville, 609-275-0400. Roger Mitchell, a certified civil trial attorney, practices in the areas of construction litigation, insurance disputes and professional negligence.



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New Jersey presence, Pharmacopeia began subleasing space and took over their entire lease when the firm moved out completely. "We had been talking to Enichem since our company was first formed," says Shuster. "Basically their misfortune was our fortune."

Pharmacopeia also found some lab space at Eastpark Boulevard in Cranbury that was designed for Morphogenesis, the developmental biology firm that researched cell differentiation drugs. This company suffered a misfortune when the empire of its principal funder, David Blech, collapsed, forcing the firm to close in 1996. "The back part of the building was built out for Morphogenesis; when that company went under we were able to step in and take it over," says Shuster.

By summertime, the firm will be consolidated to two buildings totaling 145,000 square feet. This will provide enough room — for the time being. Its quarters will suffice for a "couple more years," Shuster reports. "Then we're back to looking for more space."

Serial Litigators?

In the calculating and deranged tradition of **David "Son of Sam" Berkowitz**, **Jeffrey Dahmer**, and now **Theodore Kaczynski**, comes a new mold of terrorist. No, he doesn't kill, maim, or dismember, he bankrupts, warns **Susan Edwards**, the Montgomery Commons-based psychologist.

Edwards is referring to what she calls "serial litigators" — experts in the art of suing to make a profit. "A serial litigator is a person who has a lifestyle of suing for profit and/or defrauding businesses for profit," she says.

While their victims are usually not left bleeding on a cold basement floor, Edwards stresses that a serial litigator is tantamount to a serial murderer in malice. "It's a person who has a certain behavior again and again and again who harms," she says. "It is not the prosecution but the behavior. In other words, somebody might be a serial killer and kill 20 people, but only three of those murders might be litigated. However it's the behavior of killing people that's the issue."

Certain personality types were individuals who tended to be involved with serial litigation behavior.

Edwards has written a book warning contractors about serial litigators, "Dangerous Clients: How to Protect Yourself," (Miller Freeman, $39.95). She is also becoming a national herald on this issue. Edwards speaks at the Rotary Club of Princeton on Tuesday, February 3, at noon at the Nassau Inn. Call 609-924-5518 for $15 reservations.

Edwards is considered an expert in the custom building industry. She serves on the board of Custom Builder magazine, and she was quoted last June in the Wall Street Journal in a story about mega-rich clients who supplement their huge incomes by habitually stiffing contractors.

Edwards identifies serial litigators along these lines: either they have initiated three or more legal similar legal complaints, or they made regular use of loopholes in the law or within an industry, or they acted to defraud or withhold money from a party in three or more cases. "For example a customer may owe $10,000 to three or more subcontractors," she says. "Whether those complaints went to trial, were settled out of court, or didn't make filing stage, the individuals managed to make money either by avoiding payments they owed to others or getting others to pay them regardless of issues of fact. Sometimes customer dissatisfaction masks consumer fraud."

Edwards has chiseled this brand of skullduggery down to a science, but, she cautions, so have serial litigators. The serial litigator's fees are based on a simple formula: figure out what the victim's attorney

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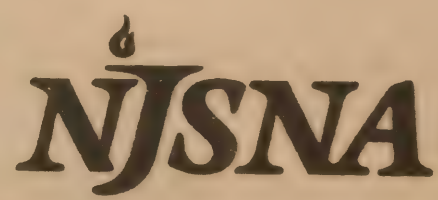

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Continued from page 12

fees are going to be, then set your price below that. "I withhold $10,000 from three subcontractors, if it would cost each of the subcontractors $15,000 to go to court, I have made $30,000."

They also thrive on legal loopholes. If a law passed 15 years ago says all of the buildings need to have a particular modification, the serial litigator would make it a business to seek out older buildings that didn't have those modifications. Once a few were found, the serial litigator would file a class action suit against the building owners, naming him or herself as a person willing to take the money for the damages. "Once they discover it they use it again and again and again," Edwards adds.

There are only three recourses against a serial litigator: pay up, stand up for principle and fight (and pay more), or don't enter into a business arrangement with them in the first place.

This latter method is the most pain-free, Edwards reports, and it's able to be accomplished in cyberspace. She refers her clients to Lexis Nexis, the fee-based online law service that has records of most court cases in the country. "Litigation is listed by county, so depending on the counties throughout the United States where the person has lived, that's where the lawsuit trail would be identified," she says.

Serial litigation is so disastrous in the custom home building industry because subcontractors, who work on homes that could range from $350,000 to $11 million, often generate their entire revenues from one project. If they should get hoodwinked out of even a portion of the bill, their business could be ruined. "With this much money involved you literally are committing your whole businesses with one customer," says Edwards.

"There was a dynamic I realized. These men who were custom builders would say, 'I was builder of the year and now my business is in bankruptcy and I'm bankrupt because of this one client.' And I saw there were certain personality types who were high-risk individuals who tended to be involved with serial litigation behavior."

There are only three recourses against a serial litigator: pay up, stand up and fight, or don't enter into a business arrangement.

Edwards' counseling service is rife with sob stories from defrauded contractors. One builder called Edwards, complaining that his customer, for whom he had built a $2 million house that won an award, was withholding $200,000. "I talked with the builder and his attorney and asked him to do a LEXIS search,' says Edwards. "The person withholding the money had sued 10 corporations in eight years. In all of those cases the person ended up being awarded money. This builder ended up being the 11th lawsuit. These 10 lawsuits were over a period of eight years. This particular builder was in a quandary in how to handle this. Had he used my screening inventory he wouldn't have taken the project."

Coming Soon: Super Wireless?

The purveyor of a possible wireless telecommunications standard speaks at the Princeton Chamber on Thursday, February 5, at 11:30 a.m. at the Forrestal on College Road. Call 609-520-1776. He is **Shant Hovnanian**, CEO of CellularVision, the New York City-based providers of the only local multipoint distribution system (LMDS) licensed by the FCC.

Local multipoint distribution is nicknamed "super wireless," and enables wireless delivery of information using "last mile" wireless transmission. It allows data, Internet services, multi-channel television, telephony and video to be transmitted in the 28 GHz frequency range, at 1,300 MHz of bandwidth, the same rate as fiber optic cable. Using LMDS, consumers can get high speed Internet service that's 20 times faster than the traditional 28.8 modem, at prices considerably lower than ISDN service.

Currently, CellularVision has a license for the New York metropolitan area. It offers Internet access, television service, and Bloomberg News to its customers. It successfully tested telephone service and video conferencing.

Hovnanian, whose father and uncle started the family-owned real estate empire, was also president of the V.S. Hovnanian Group, a vertically integrated real estate development group. With a BS in economics from Penn, he started CellularVision in 1986: the company is now traded on NASDAQ (symbol CVUS).

Continued on page 16

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Meet the Capitalists

The New Jersey Entrepreneurial Network holds its annual venture capital panel on Wednesday, February 4, at noon at the Forrestal. The cost is $35. Call 609-279-0010.

The panelists are **Tom Balderston**, of TDH Ventures,; **Peter Ligeti**, of Keystone Ventures; **David Plimpton**, a principal of the recent start-up venture firm, Plimpton Yang (U.S. 1, November 12, 1997); and **Steve Hobman**, of Progress Bank, a recent start-up that supplies bank financing to venture capital-backed entrepreneurial companies.

Learning Studio

A good percentage of those who work in Princeton live south of Princeton, and many are in Bucks County, so a night school close to your home, the Learning Studio in Langhorne, may be just right for you. It stresses low stress and is billed as the "Health Club for Your Head."

Try "Making a Living or Making a Dying," the intriguing title for **Martin Smith**. Smith suggests he can help you decide that your job is stressful and uninteresting, and in three sessions starting Thursday, February 5, at 7 p.m. he promises to give a step-by-step approach to finding meaningful work.

"Bonehead English for Upper & Middle Managers" (in the tradition of the "XYZ for Dummies" series is certainly more attention-getting than the usual ho-hum "Business English." **Catherine DePino** teaches the three sessions starting Wednesday, March 4, at 7 p.m. Cost: $69. DePino is a freelancer for such national publications as Catholic Digest and the Christian Science Monitor.

If you're getting nervous about tax time and promising to do better at bookkeeping in 1998, take a three-hour $65 course in the basics of Quicken. It runs Thursdays, either February 12 or March 12, at 7 p.m., and it can be followed by a more advanced course in personal financial management on Thursday, January 29, at 7 p.m., or Friday, March 6, at 9 a.m.

Other courses are offered in Peachtree, Quick Books Pro, Access, Excel etc. Also available is an arts studio, dance and fitness studio, and cooking school, as well as courses in social and personal enrichment. Philadelphia Inquirer food critic Elaine Tait teaches one of the cooking courses.

Mary Marcoccia, known to U.S. 1 readers for her stories on job finding (November 6, 1996) and "Love on the Net" (January 15, 1997) teaches how to make $60,000 a year as a personal coach. Her two-session $50 course starts Wednesday, January 28, or Monday, March 9. Marcoccia reprises her love on the net success (she found her husband that way) with a two-session $49 workshop "Guerilla Dating," starting Tuesday, February 17, at 7 p.m. Where is this place? Off 95 South, Exit 29A. Call 215-752-5657.

Women's Night Out

Who said sports is a man's medium? **Val Ackerman**, president of the Women's National Basketball Association, ESPN broadcaster **Robin Roberts**, **Donna Lopiano** executive director of the Women's Sports Foundation, **Carol Blazejowski**, vice president and general manager of New York Liberty, and **Joetta Clark** three-time Olympic track athlete — all will participate in the "Powerful Women in Sports and Business Forum on Thursday, February 26, at 4:30 p.m. at the Meadowlands.

Ticket prices range from $25 to $60 and include a ticket to the Nets vs Sacramento game that evening. The reception following the forum at 6:15 p.m. is $20 extra and is limited to 750 people. The event benefits the Women's Sports Foundation, established in 1974 by Billie Jean King. For tickets call 800-7NJ-NETS or 201-935-8888.

Wednesday, January 28

5 p.m.: Mercer County Bar Association, "Ethics Roundtable: A Study in Professionalism," Catherine Fitzpatrick, $70. 1245 Whitehorse-Mercerville Road, Mercerville, **609-585-6200**.

5:30 p.m.: New Jersey Technology Council, consumer technology industry track: "Building Long Term Value through Successful Branding," James Sullivan of Hambrecht & Quist, moderator, with John Caldwell of Woodcock Washburn et al on "Housemarks and Trademark Layering," Elaine Goodell of Liz Claiborne on "Building Our Brand Portfolio," Peter Haines of CYBEX International Inc. on "Brand Building through an Acquisition," and Steve Aaronson of Lucent Technologies' Global Corporate Communications" telling "The Lucent Story." $40. Lucent Technologies, 600 Mountain Avenue, Murray Hill, **609-452-1010**.

6:30 p.m.: Moving Image Professionals, "Sales and Marketing that Add up to Success," John Punyko, Sandler Sales Institute, $10. Palmer Inn, **609-452-2500**.

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VIOLENCE IN THE WORKPLACE

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Workplace violence is rising dramatically. In November, 1997 basketball superstar Latrell Sprewell made national headlines when he physically assaulted his coach, P.J. Carlesimo. This high profile incident has brought the violence issue to national attention and discussion. Was Sprewell's action justified? What are the rights involved for both the employee and the employer? Does the punishment fit the crime?

You are invited to discuss these and other related issues with our distinguished panel of authorities as part of Stark & Stark's Current Events Series. Refreshments and the opportunity to meet the panelists follows the discussion.

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Donations Made

Bell Atlantic gave a grant to Westminster Choir College of Rider University to install a modern communications infrastructure suitable for a voice, video, and data network. Among the other philanthropic focuses announced by **Peter J. Ventimiglia,** vice president of external affairs, are McCarter Theater, George Street Theater, and a special grant to Rutgers University Mega Center to create, in New Brunswick, "the most comprehensive dsitance learning center in the state," including a full-motion, fiber-optic network.

Rochelle Horst, manager of the Lawrenceville branch of Smith Barney, and **Nick Ventura,** vice president of the Simkus & Ventura Group at Smith Barney, presented a $10,000 check to he Union Industrial Home for Children. The money was raised by a Wellness Breakfast and a dinner honoring **Marian Wright Edelman,** founder of the Children's Defense Fund.

Princeton Internet Group donated its services to create the web stie for Eden Dreams' black tie gala, **http://www.EdenDreams.org,** complete with links to the web sites of major sponsors, such as CoreStates Bank. This gala is particularly suited to web site promotion because clues for the annual puzzle "Dream Search" can be distributed on it. The donation included design, development, and initial hosting.

Michael R. Bloomberg of Bloomberg LP has donated $5 million to the Institute for Advanced Study, to be used to help connect two buildings housing the School of Natural Sciences.

The **Old Bay Restaurant** gave $2,000 to the Elijah's Promise soup kitchen. The money was the result of the New Brunswick restaurant and blues nightclub's annual benefit — 100 percent of the door was contributed. The Old Bay raised $6,300 in 1997, all of it donated to charities.

Rock Brook received $50,000 from the Robert Wood Johnson Foundation to support construction of a new building for students, staff, and families. The organization provides programming for children from age 3 to age 9 in central New Jersey with learning and communication problems. The $50,000 grant will be added to the $300,000 already reasied. Based at 50 College Road, RWJF is the nation's largest philanthropy devoted to health and health care, and in 25 years has made more than $2 billion in grants.

Volunteers Needed

Parents Anonymous is seeking volunteers to staff its 24-hour Parents Stressline, for parents who are stressed, isolated, and in need of a caring ear. The organization has a call diversion system, so volunteers can work from home. The six-week training program, begins Tuesday, February 10, or Thursday, February 18 (a condensed four-session program starts on Saturday, March 21). After completion, volunteers can give as little as four hours per week. Call 609-243-9779.

Money Spent

Peter C. Carey, communications director of the American Heart Association, says that 45 research projects totaling more than $1.1 million are being funded by the New Jersey chapter. Grants have been made to eight projects at Princeton University, 22 projects at UMDNJ Robert Wood Johnson Medical School, and a dozen others at a handful of other institutions. "Close to 30,000 people in New Jersey die each year from heart disease and stroke," says Carey.

Tax Help

Rider University student volunteers will be stationed at Quakerbridge Mall to provide tax assistance to individuals who cannot afford professional help. In groups of four to six, the students will be at the mall between Monday, February 9, and Saturday, March 7. Th hours are 1 to 4 p.m. Mondays and Thursdays; 10 a.m. to 4 p.m. Saturdays. Student tax volunteers will be stationed in the main lobby of the Rider Student Center from 11:30 a.m. to 2:30 p.m. on Tuesdays. For more information, call 609-896-5192.

The **American Association of Retired Persons** is seeking volunteers to help with its Tax-Aide program, started in 1968, that gives personal one-on-one assistance to those who need help filling out federal and state tax forms. Tax-Aide volunteers should be good with numbers as well as dependable and accurate, and are asked to commit at least four hours per week from February 3 through April 15. Call 609-655-4358.

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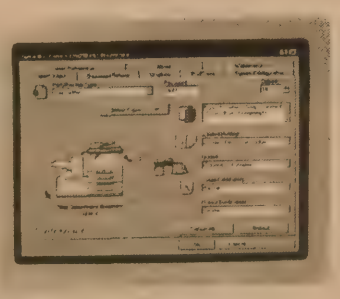
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Continued from page 16

6:30 p.m.: Physicians' Alliance of New Jersey, "Physicians and the Law: Protecting Your Practice," Alice Gosfield, attorney, and Thomas J. Tamburelli, attorney, free with reservation. West Jersey Health Systems auditorium, Voorhees, **800-398-9457**.

7:30 p.m.: Princeton Academy of Martial Arts, Rick Tucci, director of the academy, teaches a four-hour course in self defense for women, also February 4. $39 for two sessions. 14 Farber Road, **609-452-2208**.

Thursday, January 29

7:45 a.m.: Princeton Area Leads Club, networking, free. New New York Deli, Route 1, **609-924-9337**.

8 a.m.: Princeton Chamber, "Breaking through the Barriers to Growth," Aldonna Ambler, first in Chamber College series. $50. Sarnoff Corporation, **609-520-1776**.

9 a.m.: Quality New Jersey, application development seminar, $40. Princeton Plasma Physics Laboratory, **609-777-0940**.

6 p.m.: American Concrete Institute, "HTP Floor System," Steve McInerney, Hi-Tech Consulting, $40. Pines Manor, Edison, **973-684-0362**.

7 p.m.: FourSquare, "Dreams on Fire," a self-realization workshop facilitated by Lynn Jericho. $15 introductory session. Chocolate Factory, 53 Railroad Place, Hopewell, **609-466-6826**.

Friday, January 30

6:30 p.m.: New Directions Young Professionals, "Dine and Skate," $6. Seasons and Iceland, **609-882-6467**.

Saturday, January 31

10 a.m.: Merrill Lynch, investment seminar for women, Barbara J. Clarke, vice president Private Client Group, free with reservation. 100 Franklin Corner Road, Lawrenceville, **609-896-7829**.

Monday, February 2

12:30 p.m.: Central Jersey Mediation Consultation Group, Olive Garden, Route 1, Mercer Mall, **609-936-8883**.

4 p.m.: New Jersey Technology Council, electronics industry track: "The Real World of Strategic Planning," Philip Politziner, moderator, with Mark Newman of DRS Technologies and Ted Marks of T/MAC Inc. $10. Amper Politziner & Mattia, Edison, **609-452-1010**.

7 p.m.: Stark & Stark, "Paralyzed by an Accident? You Don't Have to Be!" Albert Stark and John Sakson, free with reservation, bring auto insurance policy. Holiday Inn, Route 1, **609-895-7307**.

7 p.m.: Merrill Lynch, Tax Reform Act of 1997 and Your IRA, Audrey and Georgeanne Gould of Merrill Lynch and Andrew D. Ross CPA, free by reservation. 194 Nassau Street, **609-683-8667**.

7:30 p.m.: The Job Club, "Win-Win Networking," free. Unitarian Church, 50 Cherry Hill Road, **609-771-1669**.

Tuesday, February 3

7:01 a.m.: LeTip of Princeton, Dickson Munds, Munds Landscaping, free, RSVP. New New York Deli, Route 1, **732-417-2409**.

10 a.m.: Business Owners Institute, "Funding Opportunities for Small Business Owners," Al Warr, director, Business Owners Institute, free. 676 Route 202/206 North, Bridgewater, **908-526-1500**.

Noon: Mercer County College, "Job Hunting on the Internet," free. Student Center, 1200 Old Trenton Road, **609-586-4800, extension 3397**.

1 p.m.: Rotary Club of Princeton, "Empowering with Goodness," Susan Edwards, psychologist and author of "Dangerous Clients: How to Protect Yourself." $15. Nassau Inn, **609-924-5518**.

Wednesday, February 4

8:30 a.m.: New Jersey Technology Council, "Creative Real Estate Strategies," CFO peer track, Tom Giannone of Julien J. Studley Inc., Lewis Shuster of Pharmacopeia, and William Mayhall, Princeton Financial Systems, $30. Woodbridge Sheraton, **609-452-1010**.

10 a.m.: Stark & Stark, "Paralyzed by an Accident? You Don't Have to Be!" Albert Stark and John Sakson, free with reservation, bring auto insurance policy. Lawrence Fire Company, Phillips Avenue, Lawrenceville, **609-895-7307**.

Noon: New Jersey Entrepreneurial Network, venture capital panel: Thomas M. Balderston, TDH Group; Steve Hobman, Progress Bank; Peter Ligeti, Keystone Venture Capital, David Plimpton, Plimpton Yang, $35. Forrestal, **609-279-0010**.

Got a Meeting?

Notify U.S. 1's Survival Guide of your upcoming business meeting ASAP. Announcements received after 1 p.m. on Friday may not be included in the paper published the following Wednesday.

Submit releases by mail (U.S. 1, 12 Roszel Road, Princeton 08540), fax (609-452-0033), or E-mail (info-@princetoninfo.com).

All events are subject to last minute changes or cancellations. Call to confirm details.

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6:30 p.m.: American Concrete Institute, certification course for concrete field testing technician, seven weeks, $395. Madison Suites Hotel, 11 Cedar Grove Lane, Somerset, **732-940-1803**.

7 p.m.: New Jersey State Bar Foundation, bankruptcy, Jeffrey A. Lester, Braverman & Lester, free. New Jersey Law Center, New Brunswick, **800-506-5227**.

7:30 p.m.: Professional Service Alumni Association, speaker, resume exchange, and business card swap, free. East Brunswick Public Library, off Ryders Lane, **609-655-3804**.

Thursday, February 5

7:45 a.m.: Princeton Area Leads Club, networking, free. New New York Deli, Route 1, **609-924-9337**.

8 a.m.: New Jersey Chamber Washington and Congressional Reception and Dinner. Train departs Newark at 11:15 a.m. with stops in New Brunswick and Trenton. Reception begins at 6 p.m. at the Sheraton Washington. Congressional dinner for 1,700 at 7 p.m. with entertainment by political satirist Mark Russell. $475. **609-989-7888**.

10 a.m.: Stark & Stark, "Paralyzed by an Accident? You Don't Have to Be!" Albert Stark and John Sakson, free with reservation, bring auto insurance policy. Hamilton Fire Co., East State Street & Whitehead Road, Hamilton, **609-895-7307**.

11:30 a.m.: Princeton Chamber, "Dynamic New Telecommunications Service Reaches Impossible Places," Shant Hovanian, CEO, Cellular Vision, $28. Forrestal at Princeton, **609-520-1776**.

6 p.m.: Mercer County College, "Job Hunting on the Internet," free. Student Center, 1200 Old Trenton Road, **609-586-4800, extension 3397**.

Computer Meetings

Friday, February 6

9 a.m.: Sistematica, Microsoft Word, level I, $169. 200 South Warren Street, Trenton, **609-392-2900**.

Monday, February 9

9 a.m.: Sistematica, Microsoft Word, level II, $179. 200 South Warren Street, Trenton, **609-392-2900**.

Tuesday, February 10

9 a.m.: Sistematica, Adobe PageMaker 6.5, two days, $279. 200 South Warren Street, Trenton, **609-392-2900**.

Planning Boards

Wednesday, January 28

7 p.m.: Washington Township Planning Board, Municipal Building, 1117 Route 130, Robbinsville, **609-259-3443, extension 123**.

8 p.m.: West Windsor Township Planning Board, Municipal Building, Room A, **609-799-2400**.

Monday, February 2

7:30 p.m.: Plainsboro Township Planning Board, municipal building courtroom, **609-799-0909, extension 217**.

8 p.m.: Lawrence Township Planning Board, Lawrence Township Municipal Building, 2207 Route 206, **609-844-7076**.

Wednesday, February 4

7:30 p.m.: Hopewell Borough Planning Board, Fire Department, 4-6 Columbia Avenue, Hopewell, **609-466-1492**.

8 p.m.: West Windsor Township Planning Board, **609-799-2400**.

Thursday, February 5

7:30 p.m.: Princeton Regional Planning Board, Main Meeting Room, 369 Witherspoon Street, **609-924-5366**. ■

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Looking Ahead, Looking Back

A "progress edition" story is supposed to breathlessly announce fabulous statistics of growth: how many people started businesses in the greater Princeton business community, how many firms moved into the area, and how many established businesses expanded. U.S. 1's annual informal survey — gleaned from press releases, sightings of comings and goings by our deliverers, and real estate agents' reports — boasts some impressive numbers this year: 355 companies were founded here, moved here, expanded here, or otherwise changed their space.

So is this an indicator of unbridled growth? Probably not. We found that 10 to 20 percent fewer companies started up or grew last year than the year before. The bigger companies were the ones doing the growing and the moving in 1997. Eighty-eight of the 162 firms that expanded had 10 or more employees. Of the 74 who moved into the Princeton area, 16 had 10 or more workers. Five of the 33 start-ups were the larger firms, as were 23 of the 86 companies that made a crosstown move.

This list of newsworthy companies is organized by business type and functions as a yearly index. Scan it and you can be reminded of the major business stories, tell where the growth is, and see a microcosm of Princeton's business scene. Most of the growth came from financial services firms and high tech firms (which rank second and third to education as job providers in the state) but companies in the communications area also added strength.

Computer consultants are expanding as fast as they can hire programmers, and Year 2000 remediators have a particularly steep growth curve. Hexaware, a remediation firm with six overseas locations, expanded from 4,000 square feet at 13 Roszel Road to nearly 10,000 feet at 3 Independence Way. A firm targeting Wall Street markets, CyLogix, was brand new last January but is up to 79 people and 18,000 square feet at Washington Square.

CyLogix was brand new last January but is up to 79 people and 18,000 square feet.

Firms that provide support services are also prospering. Three shared office spaces or incubators were established (Daily Plan-It, Technology Center of New Jersey, and Chambers Street Partners) and three expanded (Rutgers Technology Help Desk and Incubator, Office Concierge, and D/J Business Services). Organizations that support high tech companies — technology trade groups and venture capital firms — are also growing. The New Jersey Technology Council is adding new "tracks" or groups, and other technology trade groups have been founded. New and expanding VC firms include Healthcare Ventures, Early Stage Enterprises, and Plimpton Yang.

Telecommunications played a big role last year. IXTC was the impressive start-up that has established itself in the Hovnanian center on North Center Drive. C-Tec, at the Carnegie Center, did a three way stock split and its telephone business, RCN, has just bought two Internet service providers — the biggest ISPs in Boston and Washington. Teleport Communications, which was in the process of moving its headquarters from Staten Island to Dayton, has just been bought by AT&T.

Of the 33 start-ups, nine are in computers, six are financial businesses, two are telecommunications, and two are in biotech or pharmaceutical R&D. Three are being incubated at the Sarnoff Center. The 162 expansions include 22 communications firms, 20 pharmaceutical or R&D firms, 17 financial-related firms, 16 computer-oriented companies, 10 manufacturing firms, and seven management consultants. In the group called "New in Town" (they moved to greater Princeton from elsewhere in New Jersey or from out of state) there were 74 businesses, of which 10 were financial, 10 were communications-oriented, six were in computers, five in manufacturing, and three in telecommunications.

Our survey shows that more than 65 Princeton companies went out of business or simply moved away. And though the commercial real estate brokers like to talk about how tight space is, some pockets of space are going begging. For in-

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stance: PA Consulting's singular building on Route 571 is still empty, and no buyer has been announced for the Lockheed Martin complex.

Most of the new buildings were constructed for service businesses: health care (Windrows at Princeton, St. Lawrence Rehabilitation Center, Deer Park Nursing & Rehabilitation Center), child care (Prodigy Child Development), or lodging (AmeriSuites Hotel). Nevertheless Raytheon Engineers and Constructors — which had just announced its move last January — has a four-story office at the Carnegie Center under construction. And warehouses, such as the Volkswagen parts distribution center, are going up at Exit 8-A.

Also, many buildings that had been long empty are now full. Crossroads Corporate Center had a major influx that included some big insurance firms. The Mobil site in Hopewell, with 800,000 square feet available, is now being occupied by rapidly growing contingents from Bristol-Myers Squibb. Parker Printing bought and occupied the Heinemann Electric plant on Brunswick Pike and Trenton's Hill Refrigeration site is accumulating tenants.

The key to all this Princeton-based prosperity is of course the Princeton location. Three examples of companies that set up in Princeton simply because the person in charge wants to be here: ITXC, Trintech, and Metorex. ITXC is the up-and-coming telephony firm that has the founder who lives on Library Place. Trintech is the Irish computer firm founded by the brother of a former Princeton Plasma Physics scientist. Metorex is the manufacturing firm headed by a Finnish woman who simply likes to stay at the Nassau Inn. ***— Barbara Fox***

Deals: *Raytheon announced its move to the Carnegie Center early last year; Y2K work triggered growth in computer companies, and aging baby boomers can look forward to retirement.*

Architects & Builders

Crosstown Moves

Edward Bucci Builders Inc., 812 Route 206, Princeton 08540; custom home building. Founded 1952. Edward D. Bucci, president. Staff size: 5. **Reported in U.S. 1, October 1.**
609-924-0908 *609-924-4559*

Michael Burns AIA Architects and Planners, 19 North Franklin Street, Lambertville 08530; architecture and urban planning. Founded 1983. Michael Burns, principal. Staff size: 5. **Reported in U.S. 1, October 8.**
609-397-5508 *609-397-5504*

The GPM Group, 2357 Route 33, Robbinsville 08691; Grainger Painting & Maintenance. Michael Grainger, owner. Staff size: 2. **Reported in U.S. 1, March 12.**
609-259-7101

Julius H. Gross Inc., 228 Alexander Street, Princeton 08542; interior and exterior painting, papering, interior decorating, powerwashing, also home repairs. Founded 1958. Julius Gross, CEO. Staff size: 10. **Reported in U.S. 1, January 22.**
609-924-1474 *609-924-1479*

Lovero Construction Company Inc., 1590 Reed Road, West Trenton 08628; builders and developers. Founded 1963. John Lovero Jr., vice president. Staff size: 8. **Reported in U.S. 1, November 5.**
609-737-2933 *609-737-2879*

Primo Tile & Stone Inc., 5D South Gold Drive, Mercerville 08619; wholesale distributors of ceramic tile and marble. Founded 1994. Joseph Giovannetti, president. Staff size: 10. **Reported in U.S. 1, March 12.**
609-584-0909 *609-584-1427*

Andrew Sheldon Architect, 1330 Route 206, Village Shopper, Suite 204, Princeton 08540; residential designs. Founded 1975. Andrew Sheldon. Staff size: 2. **Reported in U.S. 1, July 2.**
609-683-0349 *609-683-5976*
sdes1@aol.com

Expansions

Brahaney Architectural Associates, 5 Crescent Avenue, G-3, Box 75, Rocky Hill 08553-0075; custom residential architecture, planning and interior design. Founded 1988. Marc Brahaney, owner. Staff size: 5. **Reported in U.S. 1, October 8.**
609-497-9337 *609-497-9445*

Maximillian Hayden Architect, 381 Carter Road, Princeton 08540; Founded 1991. Max Hayden, principal. Staff size: 4. **Reported in U.S. 1, October 8.**
609-497-1345

ICI Finishes Inc., 806 Sylvia Street, Box 7326, West Trenton 08628-7326; installation and supply of carpeting, ceramics, wallcoverings, and window finishes. Founded 1986. Don Goodrich, owner. Staff size: 25. **Reported in U.S. 1, April 2.**
609-538-8800 *609-406-7978*

Innovative Commercial Interiors Inc., 806 Sylvia Street, Box 77326, West Trenton 08628-7326; interior design, including contract furniture sales and space planning. Founded 1985. Nancy Dudas, owner. Staff size: 25. **Reported in U.S. 1, April 2.**
609-538-8800 *609-406-7978*

Lasley Construction Inc., 5 Crescent Avenue, Princeton Business Park, Suite C-1, Box 245, Rocky Hill 08553-0245; general construction

Continued on following page

A U.S. 1 ADVERTISING FEATURE

Places to Go, Things to Do? Strategic Thinking for Making It Happen

A1 Limousine

It started as a horse and buggy livery service, but today A1 Limousine is one of the largest transportation companies in the nation, not just New Jersey. Fleet Manager Kevin Donovan believes that A1 understands the importance of caring for the customer, and that includes caring for its vehicles. Says Donovan, "It's all about delivering a quality service that customers can rely on time and again."

A1 Limousine spends tremendous time and effort maintaining its fleet. "As an industry leader, a lot of competitors aren't large enough or don't have enough capital available to have their own garage." But six years ago, when A1 moved its headquarters to a 10,000 square foot facility on three acres in Princeton, owners Mike and Marilyn Starr also built a fully-equipped, state-of-the-art fleet maintenance facility. Donovan assisted with the design. "No expense was spared," says Donovan. The facility boasts industry-standard or better equipment throughout, including an above-ground, custom-built lift that can handle anything from small cars to buses.

Maintenance practices often exceed manufacturers' suggested service schedule. A1 performs a 2,500-mile bumper to bumper interval service which includes a full safety inspection on every vehicle in its fleet. Only top of the line parts are used. "All of this leads to a greater degree of vehicle capability. Perhaps that's why many of A1's competitors buy our vehicles when it's time to turnover the fleet. Others simply don't take such care," says Donovan. "Most just do a simple oil change and let it go at that. What we do is not an afterthought, it's a strategic imperative to make sure we deliver the most to our customers."

When everything is said and done, the customer has no idea what has gone into providing them with quality, reliable service. And that's as it should be.

A1 Limousine has offices in Princeton and Bound Brook.

A1 Limousine, 2 Emmons Drive, Princeton, 609-951-0070. Fax: 609-452-0816. Web Site: http://www.-a1limo.com

DevCom

Strategy is the foundation of all marketing communications. Professionals can spend days, weeks, even months working on strategies that work for their product or service. And when that foundation is determined, when the strategy makes exquisite sense, what comes next? Most might say, "Well, copy and design, of course," but they would be wrong. Steve Gross, CEO of DevCom, a full-service marketing communications firm in Kingston specializing in the healthcare industry, answers the question with a question. "What is the hook? What is the tactical plan that will deliver that message?" Without it, the communications vehicle cannot meet the strategic goals. DevCom's reputation is for capturing the essence of a message so that it is understood the first time, so that it has lasting impact.

DevCom has been serving the area's blue-chip pharmaceutical, biotech, and medical device companies for 15 years. Gross is proud of the company's many before and after examples. "We often come in after someone else has attempted to tackle the project. We get rave reviews for not just our services, but for our solutions."

So much of what DevCom does focuses on simplifying the complex. If it isn't understandable, it cannot reach its market. If it cannot reach its market, it will not meet its objectives.

One of DevCom's many client examples is a marketing creativity supply company. DevCom revamped the client's image and created a powerful marketing communications strategy. Within one year of instituting DevCom's strategy and using new, relevant marketing materials, sales doubled and the company has just been acquired.

Another example that Gross is proud of is a video DevCom produced for a giant prescription fulfillment company. At the time, the company had annual sales of $300 million. Just a few years later, it was acquired for over $6 billion. The video is still in use. Why? Because in seven minutes it concisely tells the company's story. That's lasting impact.

What DevCom offers its clients isn't simply products and services, its product and service longevity. The company accomplishes this with such innovative brand reminders as medically relevant devices like an EKG caliper of their own invention. DevCom created and produced an electronic body surface calculator for use in establishing the dosage of chemotherapeutic agents. One of the largest pharmaceutical companies purchased it as a brand reminder item. It was well received by the medical community and is used at major cancer treatment centers throughout the country. DevCom has also sold it in Korea.

Orders have recently come in from such distant locations as Trinidad, Argentina, and Columbia. DevCom develops brand reminders that deliver something useful. "A gimmick may attract attention, but something purposeful and meaningful has longevity and impact," says Gross. "That alone is invaluable."

DevCom will be moving to Kingston on January 31. New phone numbers will be announced in February. However, the company's toll-free number will remain. DevCom's new facility promises a state-of-the-art teleconferencing room that is certain to meet client needs.

New address as of January 31:
DevCom, 114 Main Street, Kingston, 1-800-7 DEVCOM. E-mail: devcom@aol.com

A 7-minute DevCom video concisely tells the story of a $6 billion company — that's impact; When every employment decision is complex and risky the Employers Association of New Jersey (EANJ) can help.

Employers Association of New Jersey

The workplace is changing rapidly. Changing technology, global competition, new management processes, downsizing and outsourcing considerations all require continuous improvement of human resource practices and procedures. Moreover, state and federal employment laws have transformed the workplace so that every employment decision has become complex and risky. Established in 1916, the Employers Association of New Jersey (EANJ) is a nonprofit organization providing direct and immediate assistance, information and advice to New Jersey employers.

Over 1,000 employers, many of which have grown rapidly over the last several years, enjoy the benefits of EANJ membership, representing virtually every type of

Continued on page 28

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609-520-0061

Continued from preceding page

specializing in remodeling. Founded 1985. Janet Lasley, president. Staff size: 17. **Reported in U.S. 1, October 8.**
609-921-2822 *609-683-0615*

MKN Associates, 100 Youngs Road, Suite 2, Mercerville 08619. Founded 1988. Moses King-Nabi, principal architect. Staff size: 3. **Reported in U.S. 1, March 26.**
609-587-5344 *609-587-5383*
mkn1arch@aol.com

164 Nassau Architects, 97 West Broad Street, Hopewell 08525; commercial, institutional, educational, and residential design. Founded 1995. Mark W. Kirby, president. Staff size: 4. **Reported in U.S. 1, July 2.**
609-466-6400 *609-466-6400*
nassauarch@aol.com

Susan Pikaart Bristol Architect, Box 814, Rocky Hill 08553; residential and small institutional design. **Reported in U.S. 1, October 8.**
609-924-7989 *609-924-3509*

Thomas Associates Architects & Engineers PC, 103 200 Main Street, Princeton Forrestal Village, Princeton 08540; educational and institutional, public schools and higher education. Founded 1967. Thomas Townes, regional manager. Staff size: 15. **Reported in U.S. 1, July 2.**
609-514-9333 *609-514-9444*
http://www.thomas-k12.com.

William Wolfe Architect, 168 Wall Street, Princeton 08542; architecture, planning. Founded 1993. Staff size: 3. **Reported in U.S. 1, October 8.**
609-683-1921 *609-683-1927*

New in Town

Huber, Hunt, Nichols Inc., 3 Independence Way, Princeton 08540; construction management for Merrill Lynch — construction office, regional office 908-725-3373 in Branchburg. **Reported in U.S. 1, March 5.**
609-951-9566

Communications

Crosstown Moves

Data Vision Research, 3490 Route 1, Building 16-B, Princeton 08540; data processing — database management, maintenance, and design, plus marketing services including survey tabulation, data entry, coding, and scanning. Founded 1983. Ronald Vangi, president. Staff size: 5. **Reported in U.S. 1, September 3.**
609-987-0565 *609-987-9120*

Ellentuck & Springer, 12 Roszel Road, Suite A 101, Princeton 08540; direct response broadcast advertising, advertising and magazine subscription systems for retail outlets, also Subscriber Systems. Shan Ellentuck, partner. Staff size: 10. **Reported in U.S. 1, August 27.**
609-452-7400 *609-452-7407*

Gallup & Robinson, 24 North Main Street, Pennington 08534-2296; advertising and marketing research. Founded 1948. Scott Purvis, president. Staff size: 20. **Reported in U.S. 1, September 3.**
609-730-1550 *609-730-1566*

M-Three Inc., 19 Wall Street, Princeton 08540; audio-visual communications. Founded 1995. Madonna M. McPhie, president. Staff size: 7. **Reported in U.S. 1, October 8.**
609-279-1900 *609-921-8174*

The Olson Research Group Inc., 666 Plainsboro Road, Suite 1210, Plainsboro 08536; specializing in pharmaceutical, animal health, agricultural, financial, and consumer marketing research. Founded 1995. Susan O. Olson, president. Staff size: 8. **Reported in U.S. 1, April 23.**
609-799-5311 *609-716-7161*
http://www.olsononlinesystems. com

Princeton Book Company, Publishers, 12 West Delaware Avenue, Box 57, Pennington 08534-0057; dance books and distribution of dance videos, subsidiaries include Dance Horizons & Dance Book Club. Founded 1975. Charles H. Woodford, president. Staff size: 9. **Reported in U.S. 1, November 12.**
609-737-8177 *609-737-1869*

Princeton Display Group, 3131 Princeton Pike, Building 5, Suite 114, Lawrenceville 08648; graphics and development of promotion displays. Founded 1991. Frank Scolaro, president. Staff size: 2. **Reported in U.S. 1, November 19.**
609-912-0080 *609-912-0085*

Princeton University Population Index, 169 Nassau Street, Princeton; part of the Princeton University Office of Population Research, quarterly journal. Founded 1937. Geraldine Hancock, business manager. Staff size: 6. **Reported in U.S. 1, June 18.**
609-258-4873 *609-258-1655*

Trent-Jones Inc., 194 Nassau Street, Third Floor, Princeton 08542; advertising and public relations. Founded 1981. Alex Trent, president. Staff size: 10. **Reported in U.S. 1, April 23.**
609-430-9020 *609-430-9021*

VCG2 Inc., 211 Commons Way, Building 2, Montgomery Commons, Princeton 08540; medical communication, also known as Visual Communications Group. Founded 1995. Dorothy White, president. Staff size: 7. **Reported in U.S. 1, April 23.**
609-252-0838 *609-252-0659*
vcg2@vcg2.com
http://www.vcg 2.com

Expansions

Gillespie, 3450 Princeton Pike, Lawrenceville 08648; full service marketing communications firm with a public relations and magazine marketing division and 1994 billings over $120 million. Founded 1973. Richard J. Gillespie, president and chief executive. Staff size: 110. **Reported in U.S. 1, April 16.**
609-895-0200 *609-895-0222*
mikem@gillespie.com
http://w ww.gillespie.com

Becker Research Company Inc., 100 Tamarack Circle, Skillman 08558; competitor intelligence in toiletries, chemicals, cosmetics, and household goods. Founded 1991. Richard Telofski, president. Staff size: 6. **Reported in U.S. 1, December 10.**
609-497-1780 *609-252-0959*
beckerhqcompuserve.com

Bloomberg Financial Markets, 100 Business Park Drive, Box 888, Princeton 08542-0888; on-line, real-time information, analytics, news and trading systems for all financial markets. Founded 1981. Stuart Bell, managing director. Staff size: 871. **Reported in U.S. 1, May 7.**
609-279-3000 *609-683-7523*
http://www.bloomberg.com

Denby Associates, 19 Fairgrounds Road, Box 3722, Princeton 08543-3722; trade show exhibits. Founded 1979. Robert Denby, president. Staff size: 70. **Reported in U.S. 1, June 25.**
609-588-0300 *609-588-0333*
bdenby@denbyassociates.com

F.W. Dodge Regional Editorial Operation Center, Princeton-Hightstown Road, Hightstown 08520; part of the McGraw-Hill Construction Information Group. Paula Courtney, REOC manager. **Reported in U.S. 1, October 1.**
609-426-5881

Feline Inc., 65 South Main Street, Building A, Level 3, Pennington 08534; cat hall of fame, calendars, books, products. Founded 1986. Terri Epstein, president. Staff size: 2. **Reported in U.S. 1, December 10.**
609-737-3253 *609-737-2264*
thinkcats@aol.com

Continued on page 24

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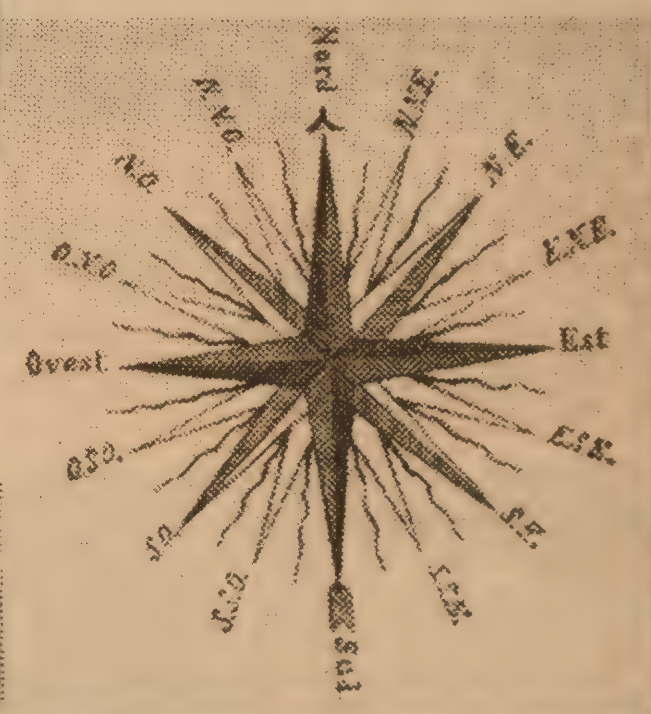

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WWW www.PInGsite.com

Continued from page 22

Hannover Fairs USA Inc., 103 Carnegie Center, Suite 207, Princeton 08540; organizer of American exhibit programs at major trade shows in Hannover, Germany, China, Vietnam, Mexico, Thailand, and Brazil, also Paris Air Show Consortium. Founded 1985. Joachim Schafer, president. Staff size: 25. **Reported in U.S. 1, April 30.**
609-987-1202 *609-987-0092*
info@hfusa.com
http://www.hf usa.com

The Hibbert Group, 1100 Route 130 South, Robbinsville, Box 8116, Trenton 08650. Founded 1881. James J. Balara, president. **Reported in U.S. 1, April 2.**
609-394-7500 *609-392-1237*

The Hibbert Group, 400 Pennington Avenue, Box 8116, Trenton 08650-0116; comprehensive direct marketing services, including fulfillment, database management, program administration, and related services, also in Robbinsville at 1100 Route 130 South. Founded 1881. James J. Balara, president. Staff size: 525. **Reported in U.S. 1, April 2.**
609-394-7500 *609-392-1237*

Issues Management Inc., 101 Poor Farm Road, Princeton 08540; public affairs consulting, a subsidiary of Shanley & Fisher. Founded 1987. Michael J. Faigen, managing director. Staff size: 10. **Reported in U.S. 1, February 19.**
609-252-1300 *609-252-0123*
issuesmang@aol.com

Leitner/Braun Research Inc., 271 Wall Street, Princeton 08540; marketing research. Founded 1995. Paul A. Braun, partner. Staff size: 8. **Reported in U.S. 1, December 17.**
609-279-1600 *609-279-1318*
lbrinc@aol.com

Mark 1 Productions, 100 Jersey Avenue, Building E-1, New Brunswick 08901; advertising and commercial photography. Founded 1993. Mark Rocha. Staff size: 8. **Reported in U.S. 1, November 26.**
732-846-7400 *732-846-2020*
mark1@nis.net

Migliara/Kaplan Associates, 101 College Road East, Princeton 08540; medical market research, division of National Family Opinion Research. Founded 1980. Sheryl Olitzky, senior vice president. Staff size: 40. **Reported in U.S. 1, April 23.**
609-514-9700 *609-514-1366*

Nassau Broadcasting Partners LP, 619 Alexander Road, Princeton 08542; corporate headquarters. Founded 1962. Dan Henrickson, executive vice president. **Reported in U.S. 1, June 18.**
609-924-1515 *609-924-1584*
pstmail@aol.com
http://www.w pst.com

Nassau Broadcasting Partners LP, 221 Witherspoon Street, Princeton 08542; owners and operators of radio stations, including WHWH and WPST in Princeton. Dan Henrickson, executive vice president. Staff size: 50. **Reported in U.S. 1, June 18.**
609-924-3600 *609-924-1725*
pstmail@aol.com
http://www.w pst.com

P5 Designers LLC, 1 Holohan Drive, Plainsboro 08536; promotions, packaging, programs, product design, and prototypes. Founded 1996. Paul D. Carse, owner. Staff size: 4. **Reported in U.S. 1, April 23.**
609-716-9300 *609-716-9847*
http://www.p5designers.com

PICS Previews Inc., 121 Commons Way, Building 1, Suite 121, Princeton 08540; marketing of interactive CD-ROM end-cap displays for Wal-Mart, K-Mart and Sears, based in San Francisco. Founded 1990. Jerry Hall, senior vice president marketing. Staff size: 3. **Reported in U.S. 1, January 22.**
609-430-1100 *609-430-1010*
hallj@nj.picspreviews.com

Princeton Speech & Language Center, 133 Wall Street, Princeton 08540; foreign accent improvement, improvement of business, professional, and social speaking skills. Founded 1992. Terri Rossman, director. Staff size: 10. **Reported in U.S. 1, November 5.**
609-924-7080 *609-924-6563*

Research 100, 3490 Route 1, Building 16, Box 2196, Princeton 08543-2196; custom market research to manufacturers, advertising and service organizations. Founded 1970. Michael H. Sandler, chairman. Staff size: 13. **Reported in U.S. 1, December 10.**
609-924-6100 *609-452-0138*

Telequest Inc., 714 South Clinton Avenue, Trenton 08611; film, video interactive media production. Founded 1978. Richard S. Blofson, partner. Staff size: 5. **Reported in U.S. 1, October 29.**
609-695-6100 *609-695-6200*
info@telequestinc.com
http:/ /www.telequestinc.com

Markus Wiener Publishing Inc., 231 Nassau Street, Princeton 08540, editorial offices, publisher of general interest and academic books with specialty in history, with warehouse at 100 Newfield Avenue, Edison 08837. Founded 1983. Markus Wiener, president. Staff size: 2. **Reported in U.S. 1, November 5.**
609-921-1141 *609-921-1140*
weiner95@aol.com

Windsor Creative Communications Inc., 9 Pennington Road, East Windsor 08520; graphic design, advertising, printing, marketing, photography, copywriting, promotions. Founded 1995. Stan Peskoff, president. Staff size: 4. **Reported in U.S. 1, March 26.**
609-443-5500 *609-443-8376*

Zoot Suit, 155 Elmer Street, Roebling Complex, Building 105, Trenton 08611; kids and family division of Gillespie, events marketing and display firm specializing in child-related products and issues. Founded 1991. Alan Rambam, executive director. Staff size: 10. **Reported in U.S. 1, April 16.**
609-396-8207 *609-396-8645*

New in Town

Comprehensive Communication Services, 610 Plainsboro Road, Plainsboro 08536; speech and presentation coaching. Founded 1979. Eileen N. Sinett, director. Staff size: 1. **Reported in U.S. 1, October 1.**
609-799-1400 *609-799-6556*

Creative Direct, 2650 Route 130 & Dey Road, Constitution Center, Cranbury 08512; direct marketing, advertising, Web site development, a Princeton Interactive Communications company. Founded 1993. Larry Trink, principal. Staff size: 4. **Reported in U.S. 1, February 26.**
609-409-1075 *609-409-1079*
http://w ww.btb.com

The Image Maker, 213 Commons Way, Montgomery Commons, Princeton 08540; portrait photography, also in Berkeley Heights and Mendham. Bruce Lorenz, M. Photog, CPP. **Reported in U.S. 1, November 19.**
609-252-9330
ImMkr@aol.com

Philip Lief Group Inc., 130 Wall Street, Princeton 08540; book packager. Founded 1972. Philip Lief, president. Staff size: 12. **Reported in U.S. 1, January 8.**
609-430-1000 *609-430-0300*
tplg@liefgroup com
http://members.aol.com/tplg/plg.html

Media Management, 614 Route 130, East Windsor 08520; sales and market support for developing new business leads. Founded 1987. Mel Katz, president. Staff size: 5. **Reported in U.S. 1, November 12.**
609-443-0038 *609-443-8566*
penner@ix.netcom.com

Monument Information Resource, 713 Executive Drive, Princeton 08540; market research in the publishing industry. Founded 1994. Manuel Guzman, president. **Reported in U.S. 1, June 11.**
609-430-9494 *609-430-9495*
mirnj@aol.com

Photosound Communications Inc., 2 Research Way, Princeton 08540; exhibits, meetings, and multimedia, parent company in United Kingdom. Joanne Jones, executive director. Staff size: 4. **Reported in U.S. 1, April 23.**
609-514-5366 *609-514-5377*
www.photosound.co.uk

Public Imaging, 1014 Livingston Avenue, North Brunswick 08902; marketing, advertising and public relations. Founded 1992. Pamela Binder, president. Staff size: 12. **Reported in U.S. 1, April 2.**
732-545-1145 *732-745-2015*
maccabee007@aol.com

RX Remedy Inc., 5 Vaughn Drive, Suite 311, Princeton 08540; market research, based in Westport, Connecticut, publishers of RxEMEDY magazine. Founded 1991. Lew Ross, managing director. Staff size: 6. **Reported in U.S. 1, April 23.**
609-452-9082 *609-452-8982*

RomanOskiera Creative Associates, 500 Horizon Drive, Suite 570, Robbinsville 08691; marketing, promotion, and advertising. Founded 1990. Lance Roman, president. Staff size: 12. **Reported in U.S. 1, April 16.**
609-586-4100 *609-586-9616*
www.voicenet.com/~romoki/index .html

Start-Ups

Amateur Golf Tournament Inc., 83 Princeton Avenue, Hopewell 08525; amateur golf tournament management. Founded 1994. Liza Price, president. Staff size: 7. **Reported in U.S. 1, June 13.**
609-466-0022 *609-466-9366*
http://www.amgolftour com

Atlas Language Services, 210 Mandon Court, Princeton 08540, translation and interpretation in French, Spanish, and English, also proofreading, event hosting, voice-overs, language training. Founded 1997. Adrienne Hew, owner. **Reported in U.S. 1, October 8.**
609-430-9585
atlasls@prodigy.net

Computers

Crosstown Moves

NovaSoft Information Technology Corp., 707 Alexander Road, Princeton 08540; migration and outsourcing applications, year 2000 conversions, and training, with offices in 14 states. Founded 1993. Neil Bhaskar, president. Staff size: 18. **Reported in U.S. 1, September 3.**
609-419-4200 *609-419-4242*
novacorp@aol.com
http://www.novasof.com

Performance Development Corp., 707 Alexander Road, Building 2, Suite 208, Princeton 08540-1524; management consulting with a focus on technology; office in California. Founded 1971. Arvin Shah, principal. Staff size: 12. **Reported in U.S. 1, July 2.**
609-419-4411 *609-514-1420*
perfdev@ix.netcom.com
http://www.perfdev.com/perfdev

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Internet Technology Initiative

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Friday, February 13

9:00-9:30	Registration
9:30-9:45	Opening Remarks Joseph Senecca, Rutgers University Vice President for Academic Affairs
9:45-11:00	**Keynote Address** Greg Papadopulous, CTO of SUN Microsystems
11:15-11:40	Overview of the Department of Computer Science Tomasz Imielinski, Chair, Dept. of Computer Science
11:40-12:15	Overview of Internet Technology Initiative Members of the Internet Technology
12:15-2:00	Lunch Project Demonstrations, Tour of Internet Technology Laboratories
2:00-3:20	Dept. of Computer Science Research Presentations 2:00-2:40 "Linear Programming from Pourier to Khachiyan", Vasek Chvatal, Professor of Computer Science 2:40-3:20 "Data on Air — Towards Wireless Internet," B.R. Badrinath, Associate Professor of Computer Science
3:40-4:40	Panel Discussion "Is the University the Right Place to Launch Commercial Technology" Panelists: Gerry Barnett (Software Technology Transfer Officer, Univ. of Washington - Seattle) Rick Mamonne (Rutgers Univ., Founder of SpeakEasy) Greg Papadopulous (CTO of SUN) Marc Surette (CEO of LanCOM)
5:00	Reception

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www.cs.rutgers.edu

Princeton PC Systems, 7 Wall Street, Princeton 08540; IBM compatible sales, rentals, and service, plus network installations, systems development by this authorized dealer for Novell, Advanced Logic Research (ALR), Macola and SBT accounting systems. Founded 1984. Dennis Lytle, president. Staff size: 5. **Reported in U.S. 1, August 13.**
609-924-0200 *609-924-6182*

Sage Consulting LLC, 82 Harris Road, Princeton 08540, systems for midsized and larger companies. Founded 1996. Edward H. Soesman, president. Staff size: 4. **Reported in U.S. 1, September 10.**
609-497-1589 *609-497-1266*
info@sage-consult.com
http://www.sage-consult.com

Web Services Inc., 55 Princeton-Hightstown Road, Suite 107, Princeton Junction 08550; Web hosting for high-end interactive sites. Harrison Uhl, president. Staff size: 2. **Reported in U.S. 1, December 10.**
609-275-5000 *609-275-7391*
http://www.web-services.net

Expansions

Cambridge Technology Partners, 2 Tower Center Boulevard, Fifteenth Floor, East Brunswick 08816; systems integration and consulting firm, traded on NASDAQ as CATP, headquartered in Cambridge, Massachusetts. Founded 1988. Mark Williams, group manager. Staff size: 25. **Reported in U.S. 1, June 18.**
732-488-7500 *732-488-7600*

Clancy Paul Service Center, 635 South Clinton Avenue, Roebling Market, Trenton 08611; computer sales and repair in New Jersey Enterprise Zone. **Reported in U.S. 1, April 2.**
609-278-4500 *609-278-0888*

NextGen Internet, 311 E Enterprise Drive, Enterprise Business Center, Plainsboro 08536; professional Internet services — hosting, web and database applications, training on Bay Networks, supporting private networks. Founded 1991. Sergio Heker, president. Staff size: 20. **Reported in U.S. 1, December 10.**
609-419-0531 *609-419-0530*
heker@ngi.net
http://www.ngi.net

Patni Computer Systems Ltd., 5 Independence Way, Suite 300, Princeton 08540; software consulting, services, off-shore development, support and maintenance of applications. Founded 1978. Prasanna Satpathy, reginal manager. Staff size: 2. **Reported in U.S. 1, April 9.**
609-520-9330 *609-520-9331*
prasanna@injersey.com
http://www.patni.com

Pinkerton Computer Consultants Inc., 36 Washington Road, Princeton Junction 08550; consulting services of all types, headquartered in Trevose, Pennsylvania. Founded 19676. James Candia, project manager. Staff size: 60. **Reported in U.S. 1, November 5.**
609-897-1222 *609-716-8383*
jcandia@pinkerton.net
http://www.pinkerton.net

Princeton Financial Systems, 600 College Road East, Suite 2400, Princeton 08540; client/server based portfolio accounting and management systems for the institutional investors, also PFS Accounting Services. Founded 1969. Will Mayhall, president/CEO. Staff size: 180. **Reported in U.S. 1, August 27.**
609-987-2400 *609-987-9320*
cflanagan@pfs.com
http://www.pfs.com

Princeton Internet Group (PInG), 13 Roszel Road, Suite C-222, Princeton 08540; Web site design, development, and hosting, software application development, network consulting, and multimedia design. Founded 1995. Mark Meara, president. Staff size: 12. **Reported in U.S. 1, June 25.**
609-452-1667 *609-452-0063*
lane@pingsite.com
http://www.PInGsite.com

Princeton Simulations, 100 Jersey Avenue, New Brunswick 08901; conformational research program, for industrial and academic researchers, to be used with molecular graphics program Chem3D. Founded 1993. David H. Wertz PhD, president. Staff size: 4. **Reported in U.S. 1, February 5.**
732-828-3505 *609-497-7308*
dwertz@mail.idt.net

Princeton Video Image Inc. (PVI), 15 Princess Road, Lawrenceville 08648; development and manufacturing of computer hardware and software for video processing for television advertising production. Founded 1990. Brown Williams, president. Staff size: 30. **Reported in U.S. 1, October 22.**
609-912-9400 *609-912-0044*

R&D Data Products, 830 Raymond Road, Jefferson Plaza, Suite 32-A, Princeton 08540; value added resales of Digital Equipment Corporation and IBM products and other brands. Founded 1991. Richard Diatlo, president. Staff size: 6. **Reported in U.S. 1, November 19.**
732-329-0555 *732-329-9493*

Real-Time Geometry Corp., 40 Washington Road, Princeton Junction 08550; development of visual computer technology, part of MetaCreations. Founded 1996. Alexander Migdal, president. Staff size: 30. **Reported in U.S. 1, October 1.**
609-716-8080 *609-716-8086*

Signafy, 4 Independence Way, Princeton 08540; embedded signals in multimedia for copyright protection, an NEC corporation. Founded 1997. James Philbin, CEO. Staff size: 5. **Reported September 17.**
609-734-7620 *609-734-0788*

Sistematica Inc., 200 South Warren Street, Trenton 08608; bilingual training, computer sales, and computer books. Debbie Aguiar-Velez, president. **Reported in U.S. 1, April 30.**
609-392-2900 *732-422-4-676*
info@sistemas.com
http://www.Sistemas.com

Skye Multimedia Productions Inc., 198 Tamarack Circle, Skillman 08558. Founded 1995. Seth Oberman, principal. Staff size: 7. **Reported in U.S. 1, February 19.**
609-683-4005 *609-683-4209*
http://www.skyemm.com

TV Objects Ltd., 600 Alexander Road, Princeton 08540; applications software for Java tools, development, manufacturing, marketing, and shipping. Founded 1995. Andy Goren, president and CEO. Staff size: 10. **Reported in U.S. 1, November 5.**
609-514-1444 *609-514-1004*
http://www.tvobjects.com

Tan Check Consultants Inc., 215 Commons Way, Montgomery Commons, Princeton 08540; consulting for Fortune 100 firms. Founded 1993. Dennis Tanchak, president. Staff size: 8. **Reported in U.S. 1, February 5.**
609-924-0444 *609-924-5959*
http://www.tcci.com

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Continued from preceding page

Transformation Systems/TRANsys, 29 Emmons Drive, Building E, Princeton 08540; year 2000 conversions. Founded 1996. Jai Jayaram, chairman. Staff size: 20. **Reported in U.S. 1, September 3.**
609-514-0049 *609-514-0305*
transys@transys.net
http://www.transys.net

Voxware, 305 College Road East, Princeton 08540; development, marketing, licensing, and support for digital speech processing and audio technologies that compress, model, and transform speech. Founded 1993. Staff size: 89. **Reported in U.S. 1, July 16.**
609-514-4100 *609-514-4101*
vox@voxware.com
http://www.voxware.com/

Management Moves

EduNeering Inc., 349 Wall Street, Princeton 08540; technology-based training for the petroleum, pharmaceutical, and manufacturing industries. Founded 1980. Robert P. Delamontagne, president. Staff size: 13. **Reported in U.S. 1, April 16.**
609-497-0035 *609-497-0195*

Systems Management Specialists, 555 College Road, Princeton 08543; infrastructure management group for manufacturing, financials, health care, foods, insurance, technology, and retail. Founded 1996. Joe Riscica, general manager, CIO. Staff size: 22. **Reported in U.S. 1, June 18.**
609-419-3561 *609-243-4220*

New in Town

Asset Software International (ASI), 306 Wall Street, Research Park, Princeton 08540; worldwide sales and distribution headquarters for Ottawa-based client-server software information technology asset management. Founded 1987. Timothy J. Mathews, vice president, sales and distribution. Staff size: 12. **Reported in U.S. 1, June 11.**
609-430-0775 *609-430-0785*
TMathews@AssetPRO.ca
www.AssetPRO.ca

International Software Consulting, 20 Wall Street, Research Park, Princeton 08540; software consulting, client/server and mainframe, mainly connected with the insurance industry, also Year 2000 conversions. Founded 1994. Ananth Raman, partner. Staff size: 5. **Reported in U.S. 1, May 28.**
609-921-6338 *609-921-6359*
ananthr@worldnet.att.net

Lovtec Inc., 186 Princeton-Hightstown Road, Building 3A, Cranbury 08512; sales, trades, purchases of memory and computer parts, also service, upgrades, network installations. Founded 1991. Avi Levy. Staff size: 2. **Reported in U.S. 1, August 27.**
609-897-0541 *609-897-0535*

Meridian Emerging Markets Ltd., 3535 Quakerbridge Road, Suite 301, Hamilton. Publisher of online newsletter. **Reported in U.S. 1, May 7.**
609-584-5590

Trintech, 101 Poor Farm Road, Princeton 08540; software for electronic commerce firm based in Dublin, Ireland. Founded 1986. Kevin McGuire, operating manager. Staff size: 8. **Reported in U.S. 1, December 3.**
609-430-9344 *609-430-9360*
kmcquire@trintech.com
http://www.trintech.com

Start-Ups

C&G Technologies, 100 Jersey Avenue, New Brunswick 08901; developer of multi-functional laser printer, scanner, copier, fax, and internet browser and fax, as well as LAN connectivity. Founded 1994. Gunter & Carolyn Beck, owners. Staff size: 8. **Reported in U.S. 1, February 26.**
732-296-0082 *732-296-0449*
http://www.cgtechnologies.c om

The Celerity Group, 20 Nassau Street, Suite 209, Princeton 08542; Internet and intranet technologies. Founded 1996. Peter A. Thompson, president. **Reported in U.S. 1, April 16.**
609-430-0600 *609-430-1367*
pthompson@celeritygroup.com
http://www.celeritygroup.com

Commtech Corporation, 2555 Route 130 South, Cranbury 08512; modem manufacturer. Founded 1990. Frank Fawzi, owner. Staff size: 85. **Reported in U.S. 1, August 27.**
609-655-2277 *609-655-2292*
info@comm.com
http://www.comm.com

Constellation Systems Inc., 211 College Road East, Princeton 08540; technical assistance to clients in project management, systems analysis, systems design and integration of enterprise-wide solutions. Founded 1997. Ranvir K. Sinha, president & CEO. Staff size: 7. **Reported in U.S. 1, April 9.**
609-734-0555 *609-734-0550*
ranvir@constellations.com

CyLogix Inc., 42 Washington Road, Princeton Junction 08550; custom software development and systems integration on mainframe and client-server platforms. Founded 1996. Andy Phillips, president. Staff size: 78. **Reported in U.S. 1, January 8.**
609-275-8998 *609-275-0285*
andyp@ms.com

Icon Learn It Inc., 100 Youngs Road, Suite 2, Mercerville 08619; software training center. Tacy Smith, president. **Reported in U.S. 1, September 3.**
609-890-4266 *609-584-8277*

PrimalCast, 601 Ewing Street, Suite C-12, Princeton 08540; Web hosting services for local businesses, also Web@afinity for Web development for the nonprofit community on a national level. Founded 1996. Steven Barth, president. Staff size: 3. **Reported in U.S. 1, April 16.**
609-921-1525 *609-921-8982*
info@webaffinity
http://www.primalcast.com

The Training Center, 16 Seminary Avenue, Hopewell 08525; training for Microsoft products — Windows 95, Word, Excel, and Power Point. Founded 1997. Diana Broach, owner. **Reported in U.S. 1, September 3.**
609-466-2356 *609-466-9741*

Web@afinity, 601 Ewing Street, Suite C-12, Princeton 08540; Web development for the nonprofit community on a national level. Founded 1996. Steven Barth, president. Staff size: 3. **Reported in U.S. 1, November 19.**
609-921-8782 *609-921-8982*
info@webaffinity
http://www.primalcast.com

Collete USA, full Internet presence provider, Web page design and site development, virtual Web hosting. **Reported in U.S. 1, June 11.**
609-683-1321
http://www.collette-usa.com

Local Business Guide, 905 Blue Spring Road 08540; Internet presence provider. Founded 1997. Donna Collette, president. Staff size: 2. **Reported in U.S. 1, June 11.**
609-497-3956 *609-683-1321*
http://www.localbusinessgui de.com

Engineering

Expansions

Kelter & Gilligo PC, 14 Washington Road, Building 2, Box 777, Princeton Junction 08550-0777; consulting engineers. Founded 1957. Thomas Gilligo PE, president. Staff size: 18. **Reported in U.S. 1, April 30.**
609-799-8336 *609-275-9306*

Massand Engineering, 127 Route 206, Whitehorse Park Suite 36, Hamilton 08610; civil engineering design. Founded 1973. Chetan Shah, vice president. Staff size: 6. **Reported in U.S. 1, November 26.**
609-888-4001 *609-888-4002*

Medina Consultants P.C., 15K Princess Road, Lawrenceville 08648; engineering and land surveying, headquartered in Hackettstown. Founded 1989. Robert Medina, president. Staff size: 13. **Reported in U.S. 1, September 10.**
609-219-0556 *609-219-0566*

Clive Samuels & Associates Inc., 2 Research Way, Princeton 08540; consulting engineers — mechanical, electrical, automatic controls and refrigeration designs for commercial, industrial, and retail facilities. Founded 1980. Clive Samuels, president. Staff size: 54. **Reported in U.S. 1, April 23.**
609-520-1600 *609-520-0974*

R.G. Vanderweil Engineers, 500 Alexander Road, Suite 301, Princeton 08540; design of laboratories and high tech facilities, independently and in conjunction with the Hillier Group, with a headquarters in Boston. Founded 1949. Regis Gaughan, principal. Staff size: 46. **Reported in U.S. 1, November 19.**
609-987-1144 *609-987-9292*

Management Moves

A & A Engineering, 741 Alexander Road, Princeton 08540; consulting engineers. Founded 1987. Fred Esposito, partner. Staff size: 15. **Reported in U.S. 1, February 19.**
609-452-0580 *609-452-9254*

New in Town

KLG/Yoon Inc., 15 Main Street, Kingston 08528; commercial architectural engineering, Kelly Lundstrum George. K. Lok Yoon, professional engineer. Staff size: 8. **Reported in U.S. 1, January 22.**
609-252-1990 *609-252-2706*
klgyoon@aol.com

O'Brien-Kreitzberg & Associates, 3150 Brunswick Pike, Suite 170, Lawrenceville 08648; construction management and engineering. Founded 1972. Wesley Mikes, senior vice president. Staff size: 30. **Reported in U.S. 1, December 17.**
609-406-1300 *609-406-9711*

Weidlinger Associates Inc., 4 Research Way, Princeton 08540; engineering design, construction inspection management. Founded 1949. Charles F. King, director of project development. Staff size: 4. **Reported in U.S. 1, February 19.**
609-514-7337 *609-514-1369*
http://www.wai.com

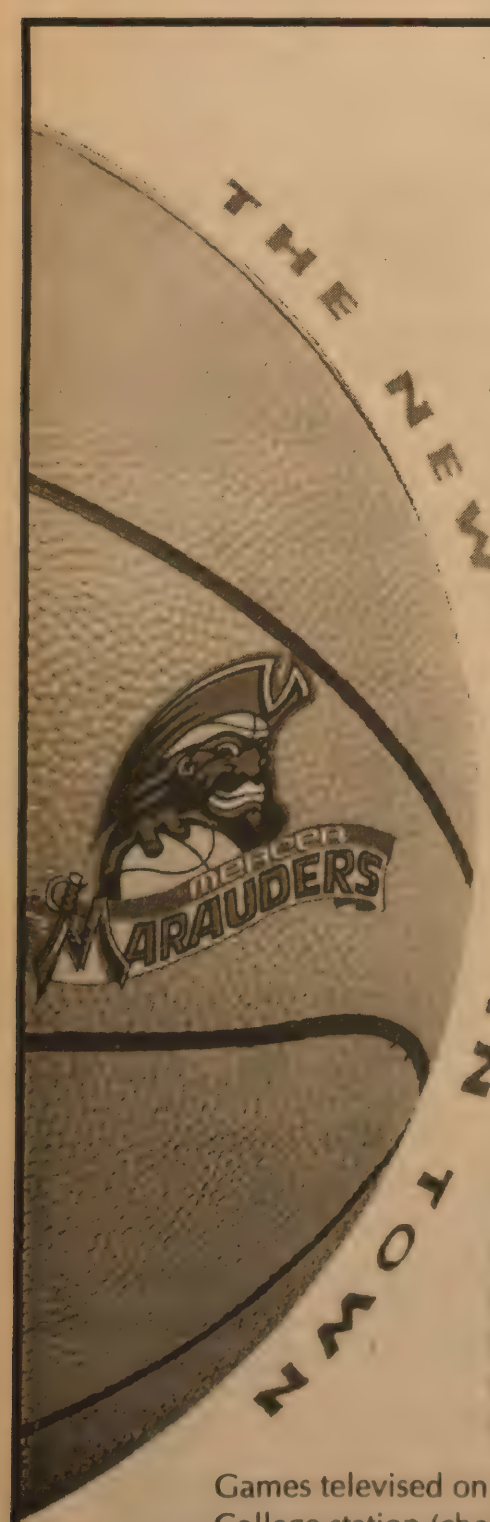
Environment

Crosstown Moves

Domino Plastics Company, 108 West Franklin Avenue, Suite I-20, Pennington 08534; plastics trading company. Founded 1994. Mike Domino, president. Staff size: 5. **Reported in U.S. 1, August 13.**
609-737-9600 *609-737-9636*
http://www.synergys.com/domino

Expansions

OOPS Inc., 186 Princeton-Hightstown Road, Building 3B, Cranbury 08512; crisis management for vessels at sea. Founded 1994. Sanjiv Beri, president.



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Staff size: 6. **Reported in U.S. 1, February 5.**
609-275-9600 *609-275-9444*
oops-nj@ix.netcom.com

Physical Acoustics Corp., 195 Clarksville Road, Box 3135, Princeton 08543-3135; acoustic emission test equipment used for such purposes as testing pipelines and storage tanks, a Mistras Holdings corporation. Founded 1978. Sotirios Vahaviolos, president and ceo. Staff size: 92. **Reported in U.S. 1, December 10.**
609-716-4000 *609-716-0706*
sales@pacndt.com
http://www.pacndt.com

Sadat Associates Inc., 116 Village Boulevard, Suite 230, CN 5331, Princeton 08543-5331; civil and environmental engineering, solid and hazardous waste management, groundwater and hydrogeologic analysis, wastewater treatment, landfill closure design, risk assessment, and stormwater management. Founded 1987. Marwan M. Sadat, president. Staff size: 70. **Reported in U.S. 1, July 2.**
609-987-2500 *609-243-0120*

Management Moves

Delaware & Raritan Greenway Inc., 570 Mercer Road, Princeton 08540; regional land conservancy. Founded 1987. Linda J. Mead, executive director. Staff size: 5. **Reported in U.S. 1, July 16.**
609-924-4646 *609-924-5577*

Name Changes

FQS Limited, 228 Alexander Street, Princeton 08540; protection of industrial process fluids from microbial contamination, formerly Biodeterioration Control Services. Fred Passman, president. **Reported in U.S. 1, January 22.**
609-683-4395 *609-683-3859*
bca-fjp@ix.netcom.com
http://www.fqsgroup.com

Start-Ups

McLane Environmental LLC, 707 Alexander Road, Suite 208, Princeton 08540; environmental consulting for industrial clients and law firms. Founded 1997. Charles McLane, partner. Staff size: 2. **Reported in U.S. 1, September 24.**
609-419-4413 *609-720-0560*

Finance

Crosstown Moves

The Associates, 1700 Nottingham Way, Hamilton 08619; mortgages and personal loans, formerly NationsCredit. Matthew Cwiklinsky, branch manager. Staff size: 8. **Reported in U.S. 1, July 16.**
609-882-3100 *609-882-3166*

Borden-Perlman Insurance, 3 Princess Road, Box 6710, Lawrenceville 08648-6710; property/casualty agency, also at 224 West State Street, Trenton. Founded 1915. Douglas C. Borden, president. Staff size: 14. **Reported in U.S. 1, June 25.**
609-896-3434 *609-895-1468*

CNA Insurance Company, 1100 Cornwall Road, Box 904, Monmouth Junction 08852; owned by CNA Financial in Chicago, 312-822-5000, formerly Continental. Founded 1853. Mary Cassone, director, general services. Staff size: 620. **Reported in U.S. 1, November 26.**
732-398-4000 *732-398-5142*
http://www.cna.com

Cybercomp/ Reliance National Insurance, 3150 Brunswick Pike, Crossroads Corporate Center, Suite 103, Lawrenceville 08648; workers compensation division of Reliance National. Valerie Beckels, executive assistant. Staff size: 15. **Reported in U.S. 1, November 19.**
609-434-5900 *609-434-5902*
http://www.cybercomp.com

Global Resolutions Inc., 475 Wall Street, Princeton 08540; subsidiary of National Reinsurance Corporation. Founded 1996. Bill Edel, president. Staff size: 12. **Reported in U.S. 1, May 7.**
609-987-1900 *609-987-1219*

Nassau Broadcasting Partners LP, 619 Alexander Road, Princeton 08540; executive offices of Nassau Broadcasting Holdings, also real estate development, Georgetown Partners. Louis F. Mercatanti, president. Staff size: 3. **Reported in U.S. 1, June 18.**
609-452-9696 *609-924-1584*

Pisauro, Levy, Palumbo & Noble PA, 180 Ewingville Road, Ewing Business Park, West Trenton 08638; small business planning and preparation of taxes, corporate, individual, trusts, payroll, compilation, reviews, audits. Girard Pisauro Jr. Staff size: 8. **Reported in U.S. 1, May 14.**
609-883-4404 *609-883-0030*

Prudential Insurance, 1009 Lenox Drive, Building Four, Lawrenceville 08648; retail office for 50 agents, also Prudential Preferred Financial Securities. Paul Peterson, managing director. Staff size: 38. **Reported in U.S. 1, June 25.**
609-771-4300 *609-771-9587*

Seawoulfe Partners Ltd., 47 Hulfish Street, Princeton 08542. Founded 1991. Joe Self, partner. Staff size: 4. **Reported in U.S. 1, December 10.**
609-924-9630 *609-924-8379*

Zon Partners, 5 Vaughn Drive, Suite 104, Princeton 08540; private equity. Founded 1996. William D. Bridgers, partner. Staff size: 3. **Reported in U.S. 1, January 22.**
609-452-1653 *609-452-1693*

Expansions

Alternative Financial Concepts Inc., 29 Emmons Drive, Suite F2, Princeton 08540-5919; actuarial and pension consulting — design, installation, administration, and termination of pension and profit sharing plans. Founded 1988. Frank Cunder, president. Staff size: 1. **Reported in U.S. 1, February 5.**
609-734-4881 *609-734-4882*

Biotechnology Financial Corporation, 1 Palmer Square, Suite 530, Princeton 08542; investment bankers. Jennifer H. Lobo, president. Staff size: 2. **Reported in U.S. 1, February 19.**
609-683-1318 *609-921-1509*

Cardinal Health Partners LP, 221 Nassau Street, Third Floor, Princeton 08542; venture capital. Founded 1968. John Clarke, general partner. Staff size: 8. **Reported in U.S. 1, August 27.**
609-924-6452 *609-683-0174*

Commodities Corp. Ltd., 701 Mount Lucas Road, CN 850, Princeton 08542-0850; asset management. Founded 1970. Robert G. Easton, chairman. Staff size: 185. **Reported in U.S. 1, April 9.**
609-497-5500 *609-497-5522*

Early Stage Enterprises LP, 221 Nassau Street, Princeton 08542; venture capital investor in seed and early stage companies. Founded 1996. Ron Hahn/Jim Millar, general managers. Staff size: 2. **Reported in U.S. 1, October 22.**
609-921-8896 *609-921-8703*
rhan@aol.com

Inservco Insurance Services, Crossroads Corporate Center, Suite 200, CN 67003-Inservco, Lawrenceville 08648; claims handling for self-insured agencies, a subsidiary of the Pennsylvania National Insurance Company based in Harrisburg. Michael Pierson, manager. **Reported in U.S. 1, November 19.**
609-883-0044 *609-771-6885*

Kelly Massad LLP, 104 Carnegie Center, Suite 203, Princeton 08540; certified public accountants. Founded 1985. Mark I. Massad, partner. **Reported in U.S. 1, January 29.**
609-452-8686 *609-452-8668*

MacLean Agency, 138 Nassau Street, Princeton 08542; Prudential life insurance, homeowners, and auto — also other lines group and individual health insurance. Founded 1966. Jerry R. MacLean, agent. Staff size: 9. **Reported in U.S. 1, October 29.**
609-683-9300 *609-683-9232*

Marshall & Swift Co., 101 College Road East, Princeton 08540; construction cost data for insurance and construction, based in Los Angeles. Founded 1932. Robert W. Crine Jr., president of national services. Staff size: 31. **Reported in U.S. 1, June 18.**
609-987-8333 *609-452-5705*
http://www.marshallswift.co m

Merrill Lynch & Co. Inc., 800 Scudders Mill Road, Box 9000, Princeton 08543-9000; headquarters campus,. Founded 1985. John Steffens, vice chairman, head of private client group. Staff size: 2,588. **Reported in U.S. 1, December 10.**
609-282-1212 *609-282-2807*
askml@ml.com
http://www.merrill-lynch.ml.com/

Mini Data, The Payroll Company, a Ceridian Company, 10 Richardson Lane, Hightstown 08520; payroll and taxfiling services. Founded 1970. Mark Anderson, director of operations. Staff size: 40. **Reported in U.S. 1, October 29.**
609-586-8488 *609-586-7277*
info@minidata.com
http://www.minidata.com

New Jersey Manufacturers' Insurance, 301 Sullivan Way, CN 00128, West Trenton 08628; workers compensation, auto, homeowners. Founded 1913. Anthony G. Dickson, president. Staff size: 1,300. **Reported in U.S. 1, November 5.**
609-883-1300 *609-883-0653*

Pennsylvania National Insurance Co., Suite 200, Lawrenceville 08648; claims, underwriting, and centralized service departments of Penn National. Richard Swieconek, manager, claims. Staff size: 100. **Reported in U.S. 1, November 19.**
609-883-5111 *609-883-8537*

Princeton Capital Management Inc., 47 Hulfish Street, Suite 500, Princeton 08542-4511; investment management and advisory services. Founded 1988. James Fitzpatrick, president and director. Staff size: 7. **Reported in U.S. 1, October 15.**
609-924-6867 *609-921-9502*
info@pcminvest.com
http://www.pcminvest.com

Princeton TeleCom Corporation, 165 Wall Street, Princeton 08540; remote banking, processing electronic payments for bank clients. Founded 1984. Lawrence Greenberg, chief information officer. Staff size: 80. **Reported in U.S. 1, November 5.**
609-924-1244 *609-924-1096*

The Watermark Group, 100 Thanet Circle, Suite 201, Princeton 08540-1437. Founded 1988. Deborah Y. Sze, office manager. Staff size: 16. **Reported in U.S. 1, January 22.**
609-683-8200 *609-683-9312*

Withum, Smith & Brown, 100 Overlook Center, First Floor, Princeton 08540; accounting and consulting firm with 120 employees in nine offices. Founded 1974. Leonard H. Smith CPA. Staff size: 44. **Reported in U.S. 1, February 12.**
609-520-1188 *609-520-9882*
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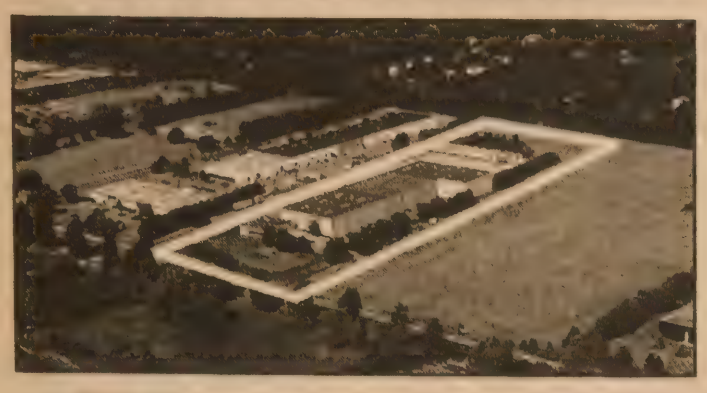

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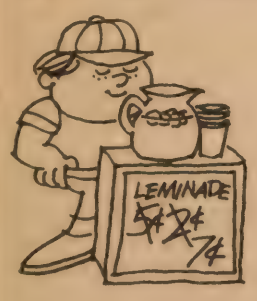

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Continued from preceding page

Management Moves

American Re-Insurance Company, 555 College Road East, Box 5241, Princeton 08543-5241; a direct writer of reinsurance with 13 domestic and 16 international offices. Founded 1917. Edward J. Noonan, president, CEO. Staff size: 750. **Reported in U.S. 1, April 2.**
609-243-4200 *609-243-4257*
http://www.insweb.com/carriers/-amre/index.htm

KPMG Peat Marwick, 989 Lenox Drive, Building One, Box 7468, Princeton 08543-7468; national accounting firm. Charles Sabino, managing partner. Staff size: 56. **Reported in U.S. 1, August 27.**
609-896-2100 *609-896-9782*

New in Town

Auerbach, Pollak, Richardson, 119 Wall Street, Research Park, Princeton 08540; stock brokerage. Nicholas Thompson, principal. Staff size: 4. **Reported in U.S. 1, January 29.**
609-430-0309 *609-430-0141*

Century Capital Associates LLC, 136-101 Main Street, Princeton Forrestal Village, Princeton 08540. Founded 1997. Tom Gifford, director. Staff size: 5. **Reported in U.S. 1, November 5.**
609-720-0500 *609-720-0703*
kgoldan@century-capital.com

Emergent Financial Corporation, 212 Carnegie, Suite 206, Princeton 08540; commercial finance company specializing in small business lending. Frederick P. Raccosta. **Reported in U.S. 1, December 17.**
609-452-0500 *609-452-9191*

Field & Higgins, 77 Tamarack Circle, Skillman 08558. Founded 1991. Kenneth W. Field, CPA, partner. Staff size: 5. **Reported in U.S. 1, March 5.**
609-921-0900 *609-921-3939*

Franchise Mortgage Acceptance Company, 145 Witherspoon Street, Princeton 08540; financing for the franchise industry, particularly fast foods. Founded 1991. Randy Brunkhorst, regional sales manager. **Reported in U.S. 1, January 22.**
609-683-8300 *609-683-1212*

Green Tree Mortgage Services, 2271 Route 33, Golden Crest Corporate Center, Suite 105, Trenton 08690. Mark D. Blasko, area manager. **Reported in U.S. 1, May 28.**
609-587-7179 *609-631-6349*

Healthcare Ventures, 44 Nassau Street, Princeton 08540; formerly Healthcare Investment Corporation. Founded 1986. William W. Crouse, general partner. Staff size: 10. **Reported in U.S. 1, December 17.**
609-430-3900 *609-439-9525*

Heartland Card Services, 130 Nassau Street, Princeton 08542. Founded 1987. Robert Carr, president and CEO. **Reported in U.S. 1, November 19.**
609-683-3850 *609-683-3815*
roc@heartlandcard.com
http://www.heartlandcard.com

Karr-Barth Associates Inc., 214 Carnegie Center, Suite 110, Princeton 08540; financial services, insurance and investments, headquartered in Bala Cynwyd. Founded 1967. John M. Natale, executive vice president. Staff size: 14. **Reported in U.S. 1, January 8.**
609-514-4710 *609-514-4739*

Kemper Environmental, 136 Main Street, Suite 320, Princeton Forrestal Village, Princeton 08540; environmental insurance arm of Kemper Insurance Companies. John Reynolds, senior vice president. Staff size: 20. **Reported in U.S. 1, October 8.**
609-912-0089 *609-936-3058*

Mortgage Solutions Inc., 65 South Main Street, Building D, Pennington 08534; mortgage broker specializing in refinancing or new home purchases. Founded 1996. Eric Raffle, vice president. Staff size: 3. **Reported in U.S. 1, March 5.**
609-730-0911 *609-730-0919*

Sovereign Capital Resources, L.L.C., 116 Village Boulevard, Suite 200, Forrestal Village, Princeton 08540-5799; real estate advisory services specializing in low-income housing and historic rehabilitation tax credit transactions. William L. Hoffman, acquisitions manager. **Reported in U.S. 1, March 12.**
609-951-2200 *609-951-2247*
bill@sovereigncapital.com

Start-Ups

O'Gorman & Johnsen, 3490 Route 1, Princeton Service Center Building 9, Princeton 08540; John O'Gorman. **Reported in U.S. 1, September 10.**
609-987-1448

Stephan R. Thomas Actuarial Associates Inc., 3131 Princeton Pike, Building 4, Suite 206, Lawrenceville 08648. Founded 1997. Staff size: 3. **Reported in U.S. 1, December 3.**
609-912-0818 *609-912-0828*

Tyrand Consultants, 100 Jersey Avenue, New Brunswick 08901; life management services and document management systems for clients of banks, life insurance companies, and brokerage houses. Founded 1996. Paul Brobson, president. Staff size: 2. **Reported in U.S. 1, September 3.**
732-249-2310 *732-545-0120*
tyrand@planet.com
http://www.tyrand.com

VanLeeuwen & Company, 707 Alexander Road, Princeton 08540; financial advisor, family wealth counselor. Kenneth Vanleeuwen. **Reported in U.S. 1, September 24.**
609-419-4403 *609-452-1172*

Zurich Payroll Solutions Inc., 2 Research Way, Princeton 08540; service bureau platform offering benefits, human resources, investment, and payroll opportunities for employers and employees. Founded 1997. Tony DePaul, president. Staff size: 17. **Reported in U.S. 1, November 26.**
609-452-8101 *609-452-2676*
tonydepaul@zps.com

Food Services

New in Town

Eurest Dining Services, 104 Interchange Plaza, Suite 102, Cranbury 08512; food service for schools and large companies, also Canteen Food Services, mideast region office. Larry Gebar, vice president. Staff size: 10. **Reported in U.S. 1, July 16.**
609-409-2000 *609-409-2020*

Continued on page 59

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Continued from page 21

employer in every region of the state, from the small, family-owned business to the multinational corporation. EANJ's professional staff helps its members solve their employee relations problems with a healthy dose of common sense, business savvy and legal experience.

Regardless of the amount of time spent on addressing a specific employee relations issue or problem, each member receives prompt information and guidance on personnel policies, benefits administration and human resource practices from professionally staffed HelpLine. In 1997 the EANJ HelpLine fielded 5,192 telephone calls from members, representing 6,332 inquiries on dozens of different topics.

Members also receive a comprehensive Labor Law Compliance Manual that is updated throughout the year. This $600 value is free with membership. Further, upon enrolling, members receive a free copy of EANJ's latest employment law publication, a 200-page book explaining the employment law basics to human resource managers.

Remaining competitive means understanding the job market and setting salaries and wages carefully. EANJ staff frequently collects wage and salary data from its members. This data is organized and supplemented, resulting in a highly accurate source of wage and salary information. This information is published free for members that participate in the survey. For specific jobs, EANJ staff professionals conduct special research and benchmark surveys.

EANJ's library contains hundreds of model human resource policies that are customized to meet member needs. Each member also receives research reports on a wide range of information related to human resource practices and benefits. Reports also summarize labor agreements from member companies.

To help employers adapt and meet the needs of a rapidly changing workplace, monthly seminars are conducted on critical human resource and employment law issues. Expert trainers and educators are available to meet specific management and training needs by offering customized, on-site programs.

Ongoing television broadcasts, conferences and publications examine the employer-employee relationship in the contemporary workplace and help employers forge a realistic partnership with their employees based on mutual commitment and shared responsibility. Meetings allow members to network and share "best practices" advice with other employers.

EANJ members pay standard annual membership dues. thereafter, dues are calculated according to the size of the member company, based on the total number of all hourly and salaries employees working at every facility in New Jersey. For federal income tax purposes, membership dies paid to an employers' association are deductible as a business expense.

John Sarno, an experienced lawyer, educator and administrator, is EANJ's executive director. His principal interests revolve around counseling employers, and helping them find ways to meet strategic business objectives in legally appropriate and responsible ways. EANJ's professional staff include attorneys, human resource specialists, compliance officers and researchers. Collectively, they have over 180 years of professional experience.

EANJ, 799 Bloomfield Avenue, Verona, 07044-1399, 973-239-8600 or 609-393-7100. E-mail to EANJ@WORLDNET.att.net.

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This year promises to be the best year yet for The Lepus Group. An average growth rate of 30% every year since it opened its doors eight years ago, is directly attributed to the fact that The Lepus Group, a leading software and network integrator, focuses not just on technology but on innovation.

That focus on technological innovation is best represented by the company's new data warehousing tool, Bole. Bob Raffo Jr., president of The Lepus Group, notes that The Lepus Group has already received installation requests from clients even though

Continued on page 53

ART FILM LITERATURE U.S.1 DANCE DRAMA MUSIC

PREVIEW

EARTH OBSERVED

Photographer Emmet Gowin's show opens at the Art Museum. See page 40.

Above: 'Nested Agricultural Pivots Along the Oregon Trail, Near Hermiston, Oregon,' 1992.

DAY-BY-DAY, JANUARY 28-FEBRUARY 5

Wednesday January 28

Chinese New Year. The Year of the Tiger begins.

Art

International Art, Mason Gross School of the Arts, Civic Square Building, 33 Livingston Avenue, New Brunswick, 732-932-7511. Russian-born art historian and critic Boris Groys gives a slide talk on the Soviet and recent Russian conceptualism of Ilya Kabakov. Free. **6:30 p.m.**

Drama

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. World premiere Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $25.50. **8 p.m.**

To Kill a Mockingbird, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. Stage adaptation of Harper Lee's classic novel. Preview. $24 to $32. **8 p.m.**

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. Shakespeare's romantic tale of love, forgiveness, and redemption. $25 & $29. **8 p.m.** See review, page **35**.

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **8 p.m.** See review, page **33**.

Dancing

Princeton Country Dancers, Suzanne Patterson Center, Borough Hall, 609-683-7956. Sue Dupre with Pick Up Band. $4. **8 p.m.**

Hot Spots

Bubble, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. **9 p.m.**

John Bianculli Group, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Latin and Brazilian jazz. $3. **9 p.m.**

Lectures

Barbara Walters, Unique Lives & Experiences, State Theater, New Brunswick, 732-246-7469. A star-studded five-part lecture series begins with "Barbara Walters: The Stories Behind the Headlines." Future speakers are Joan Rivers, Mary Tyler Moore, Anna Quindlen, and Maya Angelou. Q&A follows the talks. $26 to $46. **7:30 p.m.**

Submissions

Notify the U.S. 1 Preview section of your upcoming event ASAP. Announcements received after 1 p.m. on Friday may not be included in the paper published the following Wednesday.

Submit releases by mail (U.S. 1, 12 Roszel Road, Princeton 08540), fax (609-452-0033), or E-mail (info@princetoninfo.com).

All events are subject to last minute changes, sell-outs, or cancellations. Call to confirm details.

Thursday January 29

Classical Music

Master Class, Westminster Choir College, The Playhouse, 609-921-2663. Soprano Julianne Baird, an early music specialists, instructs students performing in Handel's "Xerxes." Baird's discography of 65 recordings includes Handel's "Imeneo," as well as Bach's "B Minor Mass," "St. John Passion," and "Magnificat." Free. **4 p.m.**

Chamber Ensemble Concert, Greater Princeton Youth Orchestra, Swig Fine Arts Center, Peddie School, Hightstown, 609-883-9099. Young musicians led by guest conductor Harold Levin. $7. **7:30 p.m.**

Dakota Piano Trio, College of New Jersey, Kendall Hall Main Stage, 609-771-2775. Three young, renowned musicians who wowed the audience last year, make an encore appearance in a program of music by Mozart, Ravel, and Tchaikovsky. Founded in 1993, the artists are Susan Walters, piano, Nicholas Milton, violin, and Bruce Wang, cello. $15. **8 p.m.**

Art

Susan Darley, ABC Gallery, Lambertville Public Library, 6 Lilly Street, 609-397-0275. Opening reception for Susan Darley's exhibition photo collages, "In Side Out." Show continues to January 16. Free. **6 to 8 p.m.**

A self-taught Princeton artist, Darley has been creating photo

Continued on following page

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January 29

Continued from preceding page

collages since she was a child. She describes them as "visual recollections of the events of my life. Like a jigsaw puzzle, each collage reveals its meaning to me only when the work is completed. I am always surprised by what is expressed."

Dance

Ballet du Capitole de Toulouse, State Theater, 15 Livingston Avenue, New Brunswick, 732-246-7469. One of France's finest companies in its United States debut tour, 50 dancers in a program featuring Balanchine's "Prodigal Son" and "Scotch Symphony," and "Rodeo" by Agnes deMille. $20 to $38. **8 p.m.**

Drama

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. World premiere Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $25.50. **8 p.m.**

To Kill a Mockingbird, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. Stage adaptation of Harper Lee's classic novel. Preview. $24 to $32. **8 p.m.**

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. Shakespeare's romantic tale of love, forgiveness, and redemption. $25 & $29. **8 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **8 p.m.**

Dinner Theater

Always...Patsy Cline, Bucks County Dinner Theater, Levittown, 215-949-8844. Buffet and show, $32. **11:30 a.m.**

Film

The Mystery of Kaspar Hauser, New Jersey Film Festival, Loree O24, Douglass College, New Brunswick, 732-932-8482. German "wild child" by Werner Herzog. $5. **7 p.m.**

Literati

Passage to India, Barnes & Noble, MarketFair, 609-897-9250. Pennington author Sudha Koul talks about the book she wrote as an introduction to Indian history and culture for her own Indian-American family, "Come With Me To India." Free. **7 p.m.**

Mental Health

Family Wellness in the '90s, Trinity Counseling Service, Nassau Presbyterian Church, 22 Stockton Street, 609-924-0060. "Re-examining Fatherhood: Challenges & Opportunities," a workshop to explore the changing role of fatherhood in the '90s, for fathers, wives, partners, grandparents, adult, and adolescent children, led by David Brown and Robert Eckardt. Free with registration. **7:30 p.m.**

Wellness

Forever Young Open House, Pennington Athletic Club, 1595 Reed Road, Pennington, 609-730-8100. Introduction to 'Forever Young,' health and fitness for over 50s. Tour, information talks, sample classes in fitness, yoga, t'ai chi, swing and sway. Includes light lunch. Free with registration. **10:30 a.m.**

Borders Books, Nassau Park, 609-514-0040. Kundalini yoga lecture by the Khalsa Yoga Center. Free. **8 p.m.**

Hot Spots

Wineskin, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. **9 p.m.**

At Resorts: *Ben E. King headlines in AC January 28 through February 2. 800-322-SHOW.*

Cool Spots

Rick Pressler, Barnes & Noble, MarketFair, 609-897-9250. Jazz guitar. **8:30 p.m.**

For Parents

Raising Resilient Children, Newgrange Community Outreach Center, Nassau Presbyterian Church, 61 Nassau Street, 609-924-6204. "The Search for the Island of Competence," a program for parents and educators by Robert Brooks. Preregister. $20. **7 p.m.**

Politics

No to NATO Expansion, Coalition for Peace Action, Woodrow Wilson School, Bowl 5, Princeton University, 609-924-5022. General Sir Hugh Beach, a retired four-star general from Britain, leads the speaking tour designed to coincide with Senate consideration of the Clinton administration's proposed expansion of NATO. Also participating: Richard Ullman, Princeton University, and Reverend Leslie Smith, Trinity Episcopal Church. Free. **8 p.m.**

Singles

Gay People Princeton, Unitarian Church, 50 Cherry Hill Road, 908-521-5380. **8 p.m.**

Friday January 30

Classical Music

Robert Taub Concert, Institute for Advanced Study, Wolfensohn Hall, Olden Lane, 609-734-8228. Robert Taub and the St. Lawrence String Quartet. Also on January 31. Free tickets required. **8 p.m.**

Jazz & Blues

Three Great Groups, Raritan Valley College, Nash Theater, North Branch, 908-725-3420. The Coasters, The Drifters, and the Platters share the bill, singing their own hits and paying tribute to other hitmakers of their time. $20 & $25. **8 p.m.**

Drama

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. World premiere of Leslie Lee's play about an African-American defense lawyer on a high-profile murder case. $29.50. **8 p.m.**

To Kill a Mockingbird, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. Opening night for the stage adaptation of Harper Lee's novel. Tom Bullard directs the Christopher Sergel play, with Will Stutts as Atticus, Mianna Saxton as Scout, and Tom Patouhas as Jem. $24-$32. **8 p.m.**

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Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. Shakespeare's romantic tale of love, forgiveness, and redemption. $31 & $35. **8 p.m.**

The Circle, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. Somerset Maugham's witty drawing-room comedy. Dessert & show, $18.50. **8 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **8 p.m.**

Pirates of Penzance, Ritz Theater, 915 White Horse Pike, Oaklyn, 609-858-5230. Gilbert & Sullivan's classic musical of bumbling buccaneers. $15. **8 p.m.**

Chess, Villagers Theater, 475 DeMott Lane, Somerset, 732-873-2710. The rock opera by Tim Rice (of "Evita," "Jesus Christ Superstar," and "Beauty & the Beast"). $15. **8:30 p.m.**

Dinner Theater

Always...Patsy Cline, Bucks County Dinner Theater, Levittown, 215-949-8844. Buffet and show, $33. **7 p.m.**

Peddler's Village, Cock 'n Bull Inn, Lahaska, 215-794-4000. "Marked Down for Murder," an interactive comedy mystery. $33.50. **7:30 p.m.**

Film

In the Company of Men, New Jersey Film Festival, Scott Hall 123, College Avenue, New Brunswick, 732-932-8482. White collar sexual deception. Neil LaBute directs. $5. **7 p.m.**

On Bended Knee, Shamrock/Stine Productions, Park Place Cafe, 1101 Hamilton Avenue, Trenton, 609-392-8755. Trenton filmmaker K.J. Williams premieres his first short feature, a romantic comedy, in the location where it was shot. Also January 31 and February 1. **8:30 p.m.** See story, page 52.

Dancing

Friday Night Folk Dancing, YWCA, Paul Robeson Place, 908-369-8906. International dancing. No partner needed, beginners are welcome. Free. **8 p.m.**

Continued on following page

Photo Collage: *Susan Darley's collages will be at the ABC Gallery at the Lambertville Public Library. Opening reception is January 29, from 6 to 8 p.m. 609-397-8667.*

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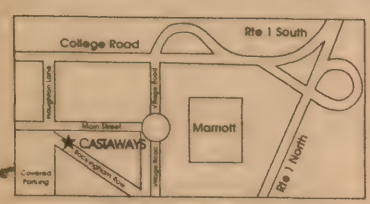

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January 30

Continued from preceding page

Hot Spots

Jill Salkin & Dave Posmontier, Jenny's, Peddler's Village, Lahaska, 215-794-4020. **8 p.m.**

Innasense, KatManDu, Route 29, Trenton, 609-393-7300. Pop reggae, $8. **8:30 p.m.**

Diablo Sandwich Band, Castaways, Forrestal Village, 609-452-1515. **9 p.m.**

Dipsomaniacs, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. **9 p.m.**

Frook in Joizey!, Tumulty's Pub, 361 George Street, New Brunswick, 732-545-6205. Frook's loud acoustic meditations from Hell constitutes his first paid performance in the Garden State. **9 p.m.**

Box of Nuts, Havana, 105 South Main Street, New Hope, 215-862-9897. Rock. **9:30 p.m.**

Cool Spots

New Jersey Gay Men's Chorus, Borders Books, Nassau Park, 609-514-0040. An ensemble performance. Free. **8 p.m.**

For Parents

Creating a Positive School Climate, Newgrange Community Outreach Center, Princeton University, McCosh 50, 609-924-6204. "Strategies to Foster Motivation, Resilience, and Self-Esteem," a daylong program for educators and parents presented by Robert Brooks. Preregister. $50. **9 a.m.**

A clinical psychologist and nationally known author, Brooks has worked with special needs children and their families for 25 years. A faculty member of the Harvard Medical School, he is the author of "The Self-Esteem Teacher" and "Look What You've Done: Stories of Hope and Resilience."

Family Theater

Quick Skits, Once Upon a Time Players, Hightstown Country Club Ballroom, 609-448-5701. A family sketch comedy show. $5. **11 a.m.**

Singles

Connections Introduction Service, Lexington Square Commons, Route 33, Hamilton, 609-890-4900. Dessert night, members only. **6 p.m.**

Olympic Open House, Singles Speak-Up Toastmasters, Plainsboro Municipal Center, 641 Plainsboro Road, 609-443-8289. Demonstrations and audience participation with a Winter Olympics theme. For information: www.angelfire.com/nj/singlesspeakup. Free. **7:30 p.m.**

SingleFaces, Forsgate Country Club, Jamesburg, 908-462-2406. Dance party, $12. **9 p.m.**

Yardley Singles, Sheraton Bucks, Oxford Valley Road, Langhorne, 215-736-1288. Dance party. $5. **9 p.m.**

Sports

Farnsworth/Princeton Indoor Tennis Invitational, Jadwin Gym, 609-258-3538. Continues to Sunday, February 1. **5 p.m.**

Princeton Men's Basketball, Jadwin Gym, 609-258-3538. Cornell. **7:30 p.m.**

Saturday January 31

Classical Music

The Complete Brandenburgs, Concert Royal, Richardson Auditorium, 609-258-5000. The complete cycle of six concertos is "back by popular demand," according to artistic director James Richman. Soloists include John Thiessen, baroque trumpet, Sandra Miller, flauto traverso, and Stephen Hammer, oboe and recorder. $18 & $25; students $5. **8 p.m.**

Robert Taub Concert, Institute for Advanced Study, Wolfensohn Hall, Olden Lane, 609-734-8228. Robert Taub and the St. Lawrence String Quartet. Free tickets required. **8 p.m.**

Brahms Festival, New Jersey Symphony Orchestra, State Theater, New Brunswick, 800-ALLEGRO. The three-week festival concludes with Zdenek Macal conducting Brahms' Symphony No. 3 in F Major and Symphony No. 1 in C Minor. Also featured, "Tempus Fugit, Vivat Brahms" by David Noon, inspired by a theme from the Symphony No. 1. $10 to $48. **8 p.m.**

Westminster Community Chorus, Bristol Chapel, 609-921-7104. Pearl Shangkuan leads the conservatory chorus in Mozart's "Vesperae Solennes" and Brahms' "Neue Liebeslieder" with soloists Rochelle Ellis, Marcia Roberts, Scott McCoy, and Rodney Briscoe. $5. **8 p.m.**

Art

Terry Adkins: Distant Mirrors, New Jersey State Museum, 205 West State Street, Trenton, 609-292-6464. First day for a sculpture show by the artist and

Continued on page 34

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Review: 'Mask of Moriarty'

Among the small elite of well-regarded interpreters, it is Basil Rathbone who is probably most fixed in the minds of filmgoers as the definitive Sherlock Holmes, Sir Arthur Conan Doyle's famed 19th-century detective. But for theatergoers with good memories, it is Paxton Whitehead who placed his own indelible imprint on the role of the amusingly condescending know-it-all British sleuth. Twenty years after appearing as Holmes on Broadway in Paul Giovanni's "The Crucifer of Blood," Whitehead is once again playing the illustrious pipe-smoking, violin-playing, clue-meister in Hugh Leonard's "The Mask of Moriarty."

In the role of Holmes, Whitehead gives a splendid impression of Baker Street's most famed resident. This may stem from the fact that Whitehead created the role in this play for the Williamstown Theater Festival back in 1994. Now Whitehead and company are at Paper Mill Playhouse, following a six-week run at the Old Globe Theater in San Diego. (The show moves next to the Stamford Center for the Arts in Connecticut).

Playwright Leonard, who has turned out over 30 stage plays, including the Tony Award-winning "Da," is apparently out for sport rather than for suspense. As such, his tongue-in-cheek rendering of a Holmes adventure is not prescribed for those who relish an evening of sober deductive reasoning. This is, in fact, a veritable feast of corny cliches. Notwithstanding Leonard's floridly dispensed *bon mots* ("an enviable flair for repartee"), and flagrantly dispelled red herrings (a hunchback named Herring is classified "an everyday innocuous sinister family retainer"), the plot is about as labored as the fog machine.

Would that "The Mask of Moriarty" were even half as good as "The Crucifer of Blood." Leonard's faux thriller cum spoof, although it has been produced with a lavishness that begs applause, is not nearly as entertaining as it strives to be. Mostly silly without being funny, and too often inane without being clever, "The Mask of Moriarty" can only be commended for its almost impenetrable disguise as a comedy.

Director Nicholas Martin, who does a keen job of making nothing seem important, can also be commended for having the curtain lowered between set changes long enough for some in the audience to get a little shut-eye or go over their shopping lists.

Martin creates a veritable feast of corny cliches, but the plot is as labored as the fog machine.

A favorite at the Paper Mill Playhouse, who played the principal provocateur in two Ray Cooney farces ("Two Into One" and "Out of Order"), the reliably amusing Whitehead delectably affects a tone of arrested drollery to offset Holmes' august pomposity. Whitehead's performance almost succeeds in salvaging the play's carnage of a plot.

Leonard's mucked-up mock-up of a send-up begins on a fog enveloping evening on Waterloo Bridge. Here a boob of a bobby (Julian Gamble) is confronted with "murder," the cry coming from Alice (Elizabeth Roby), the devoted maid of Gwen (Susan Knight), a visiting American lady. This, as Alice suddenly falls dead at their feet.

It will take nothing less than the artful deductions of Holmes to discover what could have caused Alice's demise. Dr. Jekyll, who just happens by on his nightly prowl, does not mislead us. But you may ask, as Holmes does, whether it might not be Holmes' brilliant arch-enemy and most dastardly nemesis and thought-to-be-dead Dr. Moriarty (Jack Leonard) who is, by a series of obscured but keenly observed clues somehow involved. For real involvement, however, it is Holmes' ever-so-lightly contemptuous consideration of Scotland Yard police inspector Lestrade (David Pittu), and Holmes' wholehearted devotion to his perennial sidekick Dr. Watson (Tom Lacey), that are the pulse of this comedy. Kudos to Lacey for the artful graces he discreetly employs "en travestie."

But leave it to set designer James Joy to create some eye-opening laughs. Of course there's the densely designed, book-strewn Baker Street study, but there are laughs to be found also in the secret passages of an old castle's family crypt where the lights flicker every time Dr. Moriarty's name is mentioned.

Be prepared for lines like "Infamy, infamy, they've all got it in for me." The one line that made me laugh aloud comes in the opium den when the hostess Lily (Henny Russell), who carries about a picture of Dorian Gray as a romantic memory, remarks "I'm Eurasian" and receives the response, "And I'm your Englishman."

Particularly arresting are Jon Patrick Walker as "a young gentleman of quality" and Julian Gamble as the landlord of a notorious den of vice and nameless aberrations, who must answer the phone with, "Table for three? Okay gov'ner (pause) Whitman." Off in the corner sits Methylated Mary (played by Roby) who has the distinction of being passed over by Jack the Ripper, whom we discover was not Prince Albert but Queen Victoria. That bit of inside information won't spoil the play's "elementary" denouement, if you're still awake. — ***Simon Saltzman***

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. $32 to $47; students $10. To February 15.

Check: *Paxton Whitehead stars as Sherlock Holmes in the Paper Mill Playhouse production through February 15. 973-376-4343.*

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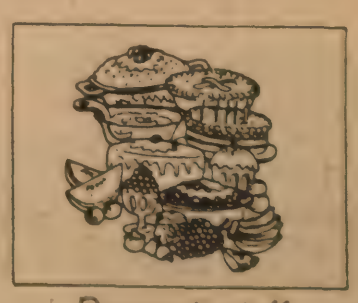
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January 31

Continued from page 32

jazz musician who uses found materials and objects to create installations with an African-American presence. Free. **9 a.m.**

Triangle, Alternate Route 1 at Darrah Lane, Lawrenceville, 609-896-4100. Artist Helen Post begins a seven-session course in Drawing and Pastels. Figure sketches, still-life studies, composition and color. Register. $70 plus materials. **10 a.m.**

Dance

Patrons' Benefit, American Repertory Ballet, New Jersey Performing Arts Center, Newark, 732-249-1254. ARB makes its NJPAC debut with a repertory program featuring Balanchine's "Serenade," with works by Septime Webre, David Parsons, and Lila York. $75 includes tour, champagne toast and post-performance reception. **7 p.m.**

Drama

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. World premiere Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $32.50. **3 and 8 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **3 and 8 p.m.**

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. Shakespeare's romantic tale of love, forgiveness, and redemption. $31 & $35. **4 and 8:30 p.m.**

An Evening with Langston and Martin, College of New Jersey, Kendall Hall Main Stage, 609-771-2898. Danny Glover performs theatrical readings from the works of Langston Hughes, and actor/director Felix Justice portrays Martin Luther King Jr. A question and answer session follows. $18. **8 p.m.**

Glover, a native of San Francisco, attended San Francisco State and trained at the Black Actors' Workshop of the American Conservatory Theater. His film credits include "Places in the Heart," "The Color Purple," and the "Lethal Weapon" series. Glover brings to life Hughes' uniquely African-American words and rhythms, and shares insights into the ways the poet's writings have touched him during his own life.

Justice grew up in Florence, South Carolina, and studied theater in San Francisco and New York. An actor and director for 32 years, his one-man Martin Luther King Jr. show premiered in 1981 and has toured widely.

To Kill a Mockingbird, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. Stage adaptation of Harper Lee's classic novel. $24 to $32. **8 p.m.**

The Circle, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. Somerset Maugham's witty drawing-room comedy. Dessert & show, $20. **8 p.m.**

Pirates of Penzance, Ritz Theater, 915 White Horse Pike, Oaklyn, 609-858-5230. Gilbert & Sullivan's classic musical of bumbling buccaneers. $15. **8 p.m.**

Chess, Villagers Theater, 475 DeMott Lane, Somerset, 732-873-2710. The rock opera by Tim Rice (of "Evita," "Jesus Christ Superstar," and "Beauty & the Beast"). $17. **8:30 p.m.**

Dinner Theater

Always...Patsy Cline, Bucks County Dinner Theater, Levittown, 215-949-8844. Buffet and show, $35. **7 p.m.**

Peddler's Village, Cock 'n Bull Inn, Lahaska, 215-794-4000. "Marked Down for Murder," an interactive comedy mystery. $33.50. **7:30 p.m.**

Film

On Bended Knee, Shamrock/-Stine Productions, Park Place Cafe, 1101 Hamilton Avenue, Trenton, 609-392-8755. Trenton filmmaker K.J. Williams premieres his first short feature, a romantic comedy, in the location where it was shot. Free. **5 and 7 p.m.**

In the Company of Men, New Jersey Film Festival, Scott Hall 123, College Avenue, New Brunswick, 732-932-8482. White collar sexual deception. $5. **7 p.m.**

Good Causes

Bruce Springsteen, Come Together Benefit, Count Basie Theater, Red Bank, 732-842-9000. This concert organized by the Boss, with a star-studded lineup that includes Jon Bon Jovi, Southside Johnny, and Little Steven, is a benefit for a slain Red Bank police officer, Patrick King. Tickets are $125. Sold Out.

Crystal Anniversary Cabaret, Opera Festival of New Jersey, The Forrestal, 609-279-1750. Cabaret star Julie Wilson is featured artist at the Opera Festival fundraiser that honors founding chairman Jack Ellis. Black tie. Cocktails, dinner, and performance. $200. **6:30 p.m.**

"At 73, Julie Wilson is still blazing with enough vitality to light up a small city," writes New York Magazine, "and she's dexterous enough to sober a drunk, amuse a stoic, turn men to clay, and break your heart. When she performs, a whole era comes roaring back."

Princeton Chamber, Marriott, 609-520-1776. Dinner dance with a "Broadway Extravaganza" theme and a "Broadway show" included. $140. Black tie optional. **7 p.m.**

Art Auction, Congregation B'nai Tikvah, 1001 Finnegans Lane, South Brunswick, 732-297-0696. Benefit features prints, paintings, and sculpture by Picasso, Miro, Renoir, Erte, Matisse, Rockwell, Neiman, Shlomo and others. $5. **7:30 p.m.**

Faith

Westminster Choir, Presbyterian Church of Lawrenceville, Main Street, 609-896-1212. A concert commemorating the 300th anniversary of the church features the choir, directed by Joseph Flummerfelt, in a program of works by Barber, Copland, Schubert, and Bach. Free. **8 p.m.**

Founded in 1698 by settlers who came down the Indian trails from Long Island and Connecticut, this is the seventh oldest Presbyterian church in New Jersey. John Hart, signer of the Declaration of Independence, was baptized here in 1713, and according to legend, so was Molly Pitcher, heroine of the Battle of Monmouth. Today's congregation numbers more than 900.

Hot Spots

Joe Vadala, Castaways, Forrestal Village, 609-452-1515. Guitar and vocals. **7 p.m.**

Rose Guardino & Ted Yasko, Jenny's, Peddler's Village, Lahaska, 215-794-4020. **8 p.m.**

Innasense, KatManDu, Route 29, Trenton, 609-393-7300. Pop reggae, $8. **8:30 p.m.**

Lionel, Club Bene, Route 35, South Amboy, 732-727-3000. The Florida lawyer-turned-WABC afternoon radio guy appears. $20. **9 p.m.**

Sound Scientists, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. With 3 p.m. show by Caravan. **9 p.m.**

Herd of Blues, Havana, 105 South Main Street, New Hope, 215-862-9897. Blues. **9:30 p.m.**

Love Gas, Court Tavern, 4 Church Street, New Brunswick, 908-545-7265. With Bionic Rhoda, Boss Jim Gettys, and Mother's Milk. $5. **10 p.m.**

Cool Spots

PHS Rock Bands, Arts Council

Picnic Time: *Magician Rich Westcott brings his Teddy Bear magic show to Kelsey Theater January 31, with shows at 2 and 4 p.m. 609-584-9444.*

Review: McCarter's 'Cymbeline'

Shakespeare's absurd and goofy "Cymbeline" doesn't show up very often. There was a commendably decent staging by the New Jersey Shakespeare Festival in 1981, and an amusingly indecent staging by JoAnne Akalaitis for the New York Shakespeare Festival in 1989. This production that Mark Lamos originally directed for the Hartford Stage and has modified for the larger McCarter stage, marks only the third time I've seen the play. As "Cymbeline" continues to prove itself too outrageous for its own good, I am grateful for the eight to nine-year intervals.

For acknowledged Shakespeare specialist Lamos, "Cymbeline" serves to bookend his 17 years as artistic director at Hartford Stage. Whatever change, reconsideration, and revision Lamos afforded "Cymbeline" in 17 years, the result doesn't change the fact that "Cymbeline" is no more or less than an Elizabethan soap opera. The play simply asks the question: Can a valiant and chaste woman survive slander, poison, the treachery of an evil queen, a war, and a distrustful husband and still find true happiness?

With its emphasis on impossible and improbable plot machinations, "Cymbeline" falls into a genre of romantic tragicomedies popular during the period where spectacle, shock, and plot twists take precedence over character and plausibility. Given Lamos' visually impressive exoticized vision, the spectacle is dotted with rewards. Yet this is not to suggest that the dazzling three-hour display doesn't invite tedium.

A gleaming ebony-paneled set (designed by Paul Steinberg) frames the bare stage. Overhead, shimmering quivering golden mobiles drip moons, stars, books, and stylized lightning bolts. Rear panels open kaleidoscopically and we are in a kingdom that looks less like Britain than ancient Baghdad.

Behold an Arabian Nights fantasy where all that is missing is Maria Montez doing the hoochy kooch, and Tony Curtis announcing "Yonda lies da castle of my fadda." It is here that costume designer Susan Hilferty pays homage to the campy sex and sand films of yore and to Shakespeare's own flair for the miraculous and the incredible. If you aren't sufficiently dazzled by the multi-layered, garishly colored silks and robes befitting a Caliph's court, you will surely "ooh" and "ah" at the Italian court. Here, with its rich blacks and browns, the haute couture resembles Sergio Armani. All this is in contrast to the quiet neutrals sported by those relegated to the Welsh hills.

The plot, which is more congealed than thick, has to do with the tender and loving princess Imogene, here played beautifully by an unaffectedly "goddess-like" Felicity Jones, who marries, against her father King Cymbeline's wishes, the handsome Posthumus, an adopted commoner, instead of Cloten, her crude and jealous stepbrother. As Cymbeline, Michael Lipton brought class and stature to his hen-pecked status.

Congealing Duo: *Michael Lipton is Cymbeline and Cristine McMurdo-Wallis plays the evil Queen.*

Rick Holmes, as Posthumus, offers us the noble profile to match his punctured pride. Yet there is no denying the high antics and right-on repulsiveness that make Kyle Babel's Cloten a memorable scene-stealer.

In true fairy-tale style, the noble and virtuous Imogene barely survives a seduction by Iachimo (given an arrestingly unctuous delivery by Eddy Saad), a poisoning plotted by her stepmother (performed in the age-old tradition of evil queens by Cristine McMurdo-Wallis), and another seduction attempt by her stepbrother. She even ends up a prisoner of war on the wrong side before the final reconciliation. There is some bright and lively roughhouse performing by C.J. Wilson and Al Espinosa as the lost sons of Cymbeline. And Christopher Coucill gives an appealing performance as the boys' guardian.

As these performances attest, Lamos must be credited for creating a make-believe world inhabited by real people who take each absurd twist of fate dutifully and seriously. The awesome descent of Jupiter, lightning bolts in hands, astride the wings of a thunderbird, also attests to this production as a celebration of Lamos' exotic stagecraft. Despite the convoluted story, he aims his "Cymbeline" as an eye-opening celebration of virtue and its pitfalls.

— Simon Saltzman

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. $31 & $35. Performances continue to February 8.

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of Princeton, 102 Witherspoon Street, 609-924-8777. Speckled Medium, Dorothy's House, and BCS Tribe. $3. **8 p.m.**

Kids Stuff

Storytelling Series, Arts Council of Princeton, 102 Witherspoon Street, 609-924-8777. Storyteller Jim Rohe entertains with two shows: kids 3 to 6 at 10 a.m.; 6 and over at 11 a.m. Saturday series runs to March 21 $5. **10 a.m.**

Rohe has been a professional storyteller since 1987 as well as a folksinger and musician. He has a repertoire of 50 folktales and songs, and invites kids to join in.

Talks for Children, Art Museum, Princeton University, 609-258-3788. "Finding Mexico City" by Alice Westlake, for kindergarten through fifth grade. Free. **11 a.m.**

Barnes & Noble, MarketFair, 609-897-9250. A penguin's tale for ages 3 and up. Free. **11 a.m.**

Borders Books, Nassau Park, 609-514-0040. "Laura's Star" story and craft. Free. **11 a.m.**

Continued on page 46

Valentine's Weekend
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A River From the Past

Growing up with asthma, Sharon Dennis Wyeth spent much of her childhood in the public library, engrossed in books with characters that were never like herself. "Much later I found Joe Christmas in Faulkner's 'Light in August,'" she says. "He was the first light-skinned African-American protagonist I ever met. Even though I couldn't really identify with such a worldly character, I realized how much I missed reading about people like me." A writer of children's fiction for the last 10 years, Wyeth — who is in her late 40s and a resident of Upper Montclair — is helping fill that narrative vacuum.

She has written a successful picture book entitled "Always My Dad" and authored several series, including one on character Ginger Brown for First Stepping Stone Books. In her 1994 young adult novel, "The World of Daughter McGuire," Wyeth set a girl of mixed race in the same Anacostia section of Washington, D.C., where she grew up, "a struggling, working class neighborhood," while "Vampire Bugs" in 1995 presented six tales based on African-American legends and songs.

"Once on This River" is her young adult historical novel published this month by Alfred A. Knopf, and it continues her imaginative journey back into the teeming though seemingly invisible world of her black ancestors. "Very few signs of the African-American presence have been preserved, and I had so little sense of my own past identity," Wyeth says. "I knew so little about the people in whose memory I call myself African American." Wyeth kicks off the Black History Month programs at the William Trent House with a reading from "Once on This River" on Sunday, February 1, at 2 p.m.

What Wyeth calls the "springboard" inspiration for the novel was a 1749 estate inventory she found at Philipsburg Manor on the Hudson River in Tarrytown, New York. Compiled after the death of the manor's owner, the inventory lists, among the silver tankards and "earthen potts," the given names of 23 slaves. "My imagination was really caught, and my heart went out to those people who had no last names. Their occupations and relationships weren't noted either, but I knew they had been together for quite a long time — and were about to be sold. I was very touched by the starkness of that list."

'It's one thing to hear about slavery, but these meticulous records just leap off the page. I found it shattering.'

Another shard that worked on Wyeth's imagination was a petition written by a freeborn black who'd served in the British Navy, only to be captured by the French during the Seven Years' War and sold into slavery. "He wrote to the Attorney General of New York in 1769, asking help in regaining his freedom. Seeing this man's handwriting, which was fine penmanship for the time, on paper so worn, I was moved to tears. It was couched in such respectful language — it had to be because it was a formal petition — but imagine the rage, the injustice, not just of the entire institution of slavery but in this one man. When you can connect with an individual story, you get a little glimmer of the struggle these people went through."

That actual petitioner became, in "Once on This River," the character Frederick de Groot, whose 11-year-old niece, Monday, returns to America from Madagascar with her midwife mother to help him secure his freedom.

Set in 1760 in New York City and the Hudson Valley, the novel depicts the world of colonial African Americans, some enslaved and some members of the vibrant community of free blacks that lived for several generations in what is now the West Village. Several characters are slaves sold from Philipsburg Manor 10 years earlier. Instead of being invisible — the usual hue of African Americans in historical records and fiction — blacks are present in every one of the novel's settings, just as they were in actual colonial life, from the remote de Groot family farm near Kingston along the Hudson, to the Dutch pinkster celebration at Philipsburg Manor that the African Americans make their

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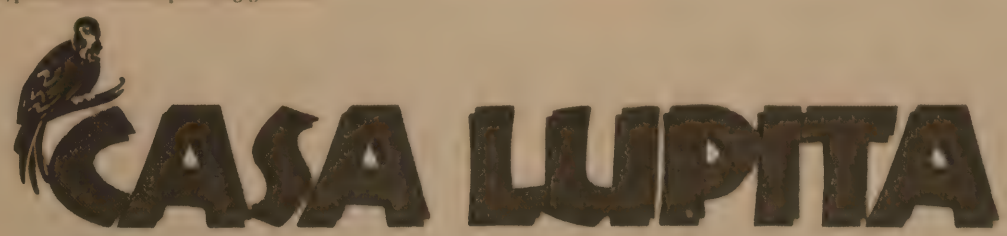

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own, to the sight and sound of slaves being sold along Manhattan's crowded wharves.

For Wyeth, writing the novel was an immersion not only in the drama of slavery but in the whole spectrum of black experience.

"I hadn't really planned on having a free African-American protagonist," she says. "The idea came to me right off the bat, but I was doubtful at first. How plausible was it to have a woman booking passage on a boat for herself and her daughter, a woman working as a midwife and visiting relatives who were free African people? It took research and consultation with historians to convince me it definitely could have happened."

She toured the areas settled during the colonial era in New York City and was influenced by information from Manhattan's African Burial Ground. Much of Wyeth's research took place at the New York Historical Society, the New York Public Library's Rare Book Division, and New York's Schomburg Center for Research in Black Culture. Although there are a growing number of important scholary works on slavery, it was primary sources that proved invaluable: newspaper clippings on runaway slaves, some of whom were skilled blacksmiths fluent in French; ships' logs in their captains' hand, documenting their slave cargo beside the bolts of calico. "The people were all mixed up with the objects," Wyeth recalls. "It's one thing to hear about slavery, but to actually see these meticulous records, it just leaps off the page and I found it shattering." Excerpts of the public recorded head each chapter of "Once on This River."

Her research provided details not only on the life of slaves — a revelation, since "we don't associate slavery with the North" — but on the free community of New York blacks. It also changed her perception of colonial African Americans. "The prevalent image in our national psychology is of blacks as poor, powerless victims. That's the story we tell ourselves about slavery. We know there were a few exceptions like Sojourner Truth, but we think most of our ancestors were despised people who couldn't help themselves — and who couldn't read, to boot! I became aware of a variety of people, living in communities under extraodinarily difficult circumstances, a picture of a much more varied population which, for me, was very liberating."

Having lost her father when she was young, Wyeth was one of four children raised by her mother, Evon Dennis, "a black woman on her own, putting herself through school, starting out as a secretary and traveling as far as she could go. The older I get, the more respect I have for her accomplishments." Wyeth's mother began working with computers "when they were still as big as cows," starting out as a programmer and continuing as computer librarian for the space program. Wyeth began writing in elementary school — "plays, poetry, my own journal, the school newspaper" — and spent two summers during high school as a public relations writer for the Office of Economic Opportunity, doing newspaper features on VISTA volunteers. She graduated from Radcliffe College in 1970 with a major in social relations, "a combination of sociology, anthropology, and psychology. It was great background for a writer."

Black History Month: *Sharon Dennis Wyeth discusses her book February 1 at the William Trent House in Trenton. 609-989-3027.*

She moved to New York City after her graduation, working as a family counselor for five years while she studied acting in the evenings. By the time she and a partner opened their own off-Broadway theater, she was a fulltime performer and playwright. When her theater closed and her interest in acting waned, a tough apprenticeship in genre fiction taught her writing fundamentals. "I wrote for soap opera and then a supermarket series of 10 romance novels, doing each book in eight weeks. As a playwright, I knew I had a gift for atmosphere and dialogue, but I found plot to be incredibly difficult. Writing books so quickly, I learned how to create dramatic action with a beginning, a middle, and an end. That really taught me how to write." After producing several series to publishers' specifications, Wyeth began to pursue her own ideas and research. She and husband Sims Wyeth, a communications consultant, have a 13-year-old daughter, Georgia.

The characters she created to populate colonial New York City and the Hudson Valley became her adopted, if fictional, family. "I think many African Americans have this craving to know their ancestors," Wyeth says. "When you have somebody backing you up psychologically, people you can respect and identify with, it gives you a great sense of power." For most of her life, the one ancestor of whom she was aware was named Minerve, a slave living in Virginia at the time of the Civil War. Yet as she was revising "Once on This River," Wyeth met for the first time a great-great aunt Cleo who was in her 90s and living in Jamaica, Queens. "It turns out she's spent years researching genealogy," says Wyeth. "Now the earliest African-American ancestor I know is a man named Martin Colly, born in 1769, and described in a census as 'a freeborn mulatto with a scar on his face.'" He was a property holder, and one of his sons became the first undertaker of Charleston, West Virginia. "They were just two of the people on aunt Cleo's family tree. I was shocked at how good learning about them made me feel."

Family anecdotes will be worked into Wyeth's next young readers' book, to be called "Proud Road." It will be set in Virginia and follow three generations of African-American women. "I've been very lucky to be able to contribute to the body of children's literature," Wyeth says, "which now has much more variety. A child not of color can read books and see the whole roap map, the big picture. That child can say, 'You were there with me. We were all in it together, just like we're all here together now.' And a child of color can now pick up historical fiction and think, 'I was there too! Some of us could read, some of us had land, some of us tried to get away and were punished severely, but many of us made it.'"

— Phyllis B. Maguire

Sharon Dennis Wyeth, William Trent House, 15 Market Street, Trenton, 609-989-3027. Black History Month features the author of "Once on this River," a story for young people. Admission is free but call for reservation. **Sunday, February 1, 2 p.m.**

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John Leguizamo, Freak, COrt, 138 West 48th. Previews. Opens February 12.

Les Miserables ★★★ Imperial, 249 West 45th.

Miss Saigon ★★★★ Broadway, 53rd and Broadway.

Ragtime, Ford Center, 42nd between 7th and 8th Avenue. Ticketmaster.

Rent ★★★★ Nederlander, 208 West 41st. Ticketmaster.

1776 ★★★★ Gershwin, 222 West 51st. Now on Broadway. Ticketmaster.

Smokey Joe's Cafe ★★ Virginia, 245 West 52nd.

Street Corner Symphony ★ Brooks Atkinson, 256 West 47th. Ticketmaster. Sounds of the '60s & '70s.

The Capeman, Marquis, Broadway at 46th Street. Ticketmaster. Paul Simon. Opens January 29.

The Diary of Anne Frank ★★ Music Box, 239 West 45th.

The King and I ★★★★ Neil Simon, 250 West 52nd. Ticketmaster.

The Last Night of Ballyhoo ★★★ Helen Hayes, 240 West 44th. Ticketmaster.

The Life ★ Barrymore, 243 West 47th.

The Lion King ★★★★ New Amsterdam, Broadway & 42nd. 212-307-4747. Disney's world theater.

The Old Neighborhood ★★ Booth, 222 West 45th. By David Mamet.

The Phantom of the Opera ★★★ Majestic, 247 West 44th.

The Scarlet Pimpernel ★ Minskoff, 200 West 45th. Ticketmaster.

The Sunshine Boys ★★★ Lyceum, 45th Street. Jack Klugman and Tony Randall.

Titanic ★★★★ Lunt-Fontanne, 205 West 46th. Ticketmaster. More affecting than the movie.

New From Paul Simon: *Marc Anthony, left, and Renoly Santiago appear in 'The Capeman,' a musical epic at the Marquis Theater, co-written by Derek Walcott. The play is based on the true story of a teenage gang member from the 1950s.*

Off-Broadway

As Bees in Honey Drown ★★★ Lucille Lortel, 121 Christopher.

Bashevis, Fairbanks, 432 West 42nd, 212-354-2220.

Black Humor, Cherry Lane, 38 Commerce Street. Comedy of Lewis Black.

Blue Man Group ★★★★ Astor Place, 434 Lafayette, 212-254-4370.

Eyes for Consuela, City Center State, 212-581-1212. By Sam Shepard.

Forbidden Broadway Strikes Back ★★★ Stardust Theater, Broadway at 51st Street.

Grandma Sylvia's Funeral ★★★ Soho Playhouse, 15 Vandam, 212-691-1555. Final weeks.

Gross Indecency: The Three Trials of Oscar Wilde ★★★ Minetta Lane, 212-420-8000.

How I Learned to Drive ★★★★ Century Theater Center, 111 East 15th. Molly Ringwald and Bruce Davison.

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Song at Sunset, Irish Repertory, 132 West 22, 212-727-2737. Life of Sean O'Casey directed by Shivaun O'Casey.

Stomp ★★★★ Orpheum, Second Avenue at 8th. Ticketmaster.

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Tony 'n Tina's Wedding ★★★ St. John's Church, 212-279-4200.

2 Pianos, 4 Hands ★★★ Promenade, Broadway & 76th.

Visiting Mr. Green, Union Square, 100 East 17th. Ticketmaster. Eli Wallach.

When Pigs Fly ★★★ Fairbanks, 432 West 42nd. Howard Crabtree.

— Simon Saltzman

Ticket Numbers

Unless otherwise noted, all Broadway reservations can be made through **Tele-Charge at 212-239-6200**, or **Ticketmaster at 212-307-4100**.

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Emmet Gowin's Lofty Point of View

Almost as soon as the first 19th-century tinkerers figured out how to fix light and shadow onto glass and paper, they aimed their cameras out toward their surroundings. The landscapes they recorded, close to home and on exotic, distant continents, breathed new life into the expression "picturesque."

With the notable exception of one intrepid French balloonist, these early landscapists recorded the topography of their surroundings from their customary vantage place — firmly rooted to the earth. Emmet Gowin, an heir to the exception, not the rule, has chosen the more lofty point of view. His exhibition of aerial photographs of the American West opens this week at the Art Museum, Princeton University.

Also featured are individual shows by landscape photographers Robert Adams and Thomas Joshua Cooper. All three shows open Tuesday, February 3, and continue to March 22. Curator Toby Jurovics notes that all three artists are recognized internationally as among the most trenchant interpreters of the contemporary landscape, yet only one, Emmet Gowin, has been a feature of the Princeton landscape for some 25 years.

A resident of Newtown, Pennsylvania, Gowin has taught in Princeton's visual arts program since 1973, moving forward all the while on a professional path that earned him a major retrospective in 1990 at the Philadelphia Museum of Art. Over the past two decades, Gowin's esthetic quest has expanded outward from the series of minutely observed portraits of his wife and family in rural Danville, Virginia, that first brought him to prominence, to his latest, bird's-eye views of the planet we all call home.

"The first time I flew over Jerusalem, I told my pilot, 'I feel like I'm an angel coming to see the body of a helpless child,'" says Gowin, with characteristic passion, in a recent conversation. "The body of the earth is a thing that should be so close to you, that to be able to be an observer to it is so right to me. I don't feel that the earth is something inanimate or distant, but intimately connected to our self."

Gowin says his move to aerial photography "was not a conscious or a very big transition." During the 1970s, when he was photographing the European agricultural landscape, several people asked him if his images were taken from the air. The question provoked laugher — it was so far from the way he was actually working — setting up a big lumbering view camera on an immobile, supporting hillside. "I realized then that I had been in search of landscapes with more distance," he says.

Gowin's aerial work began in earnest in 1980 when he began to record the terrible beauty of the volcanic eruption of Mount St. Helens. A subtle shift followed, which occurred during a failed attempt to photograph the mountain again in 1986. Prevented from reaching the mountain, his experienced and willing pilot took him over the Hanford Nuclear Reservation in Washington state, the facility that refined plutonium for the nuclear weapons program.

Beginning with this flight, Gowin was inspired to search the contemporary landscape for its hidden dualities.

"In searching out the military industrial complex, I had the imaginative forgetfulness of an Easterner who had never taken seriously the fact that there were ICBM's beneath the soil of the United States."

Over the years, he has moved from mountains to missile silos, munitions storage sites, and nuclear power plants, to pit mines, water treatment plants, and industrial-scale pivot agriculture. While these photographs document humankind's ability to affect massive changes to the earth and environment, they are also sensitive to the slower but more deliberate actions of the natural world.

As Gowin's students and lecture audiences quickly discover, he is a passionate and persuasive speaker who seems to have inherited some of the rhetoric of his evangelical forbears. Gowin's father was a

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Landscapes: *Gowin's 1991 aerial photograph on the opposite page shows 'natural drainages' in Oregon.*

Robert Adams's photo, right, is from the sequence called 'Southwest from the South Jetty.'

Methodist minister and his maternal grandfather a Quaker minister. Gowin and his wife, Edith, are the parents of two adult sons, all longtime members of the Newtown Quaker meeting.

As with so many features of his life's path, Gowin met his vocation by happenstance. He recalls how photography was little valued as a fine art in the 1960s when, as an undergraduate at the Richmond Professional Institute in Virginia, it was a required course. While other students balked, Gowin had once taken a brief interest in photography and had been struck by its capacity for symbolism. Returning to it again at this youthful moment, Gowin says he immediately recognized its power.

"I felt a strong sense of having a secret understanding that photography was extremely powerful because it linked the imaginative world with the factual in a way that a drawing or a painting does not. I felt immediately that it bore the ability to carry what we ourselves could never say," he recalls.

Continued on following page

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Continued from preceding page

"The photographers who meant the most to me — Alfred Stieglitz, Harry Callahan, and Frederick Sommer — were the people who believed that there was a transcendent presence in the sheet of paper," says Gowin. "That something had come into being there, and the world would be different if it were not for that sheet of paper. That's a statement of faith. It's very powerful, and that's the concept with which I aligned myself."

Dedicated to finding a balance in his own compositions, Gowin also works toward urging a balance in public exploitation of natural resources. His landscapes explore the boundary between factual photography and what he calls "double vision."

"This is a world of exact visual documents," he explains, "which may, nonetheless, open a window on an invisible world of order and mystery."

The Princeton show includes Gowin's first images of Hanford, images of a weapons disposal site at the Tooele Army Depot, a chemical weapons plant in Colorado, and Minuteman II missile silos in Montana and Colorado. Perhaps the most searing example of the "double vision" of war and peace that Gowin's work provokes is his photograph of dry land wheat farming in the Cheyenne ICBM Missile Field in Colorado. The most recent works on exhibit are images of the Nuclear Test Site in Nevada, made in 1996 and 1997.

By Gowin: *This 1987 work is called 'Pivot Agriculture, Washington.'*

Gowin's subjects reveal only part of the story, for he is also one of America's finest photographic printmakers. Using a sophisticated toning process that separates multiple tones across the image, his so-called monochromatic pictures are charged with a rich palette of luscious overtones. In a photograph of the Hanford Nuclear Reservation, the Columbia River seems to shimmer with the unnatural variegated colors of an oil slick.

Thus far in his airborn experience, Gowin has known and worked with three pilots who have died in the course of their work, but this has not diminished his passion for the air. "They all died doing something extremely dangerous," he notes. "We never did anything dangerous together."

'You are only responsible for your own behavior. This is why art serves art better than it serves politics.'

"Strangely, I feel a great peace being in the air. I feel relaxed — not queasy or nauseous. I feel that I'm doing the work I should do, and that I can only be learning when I'm learning in this way. Feeling that you're doing the right thing allows you to relax into the peculiarities of your own life."

Gowin's missile and munitions photographs have been widely recognized as a strong pacifist statement. Yet they speak in the quietest of tones. Is the artist ever tempted to shout out his meaning?

"My fans would rather sometimes that I would scream or shout," he replies, with a soft laugh. "But I don't think I believe in political art. You could very easily move into a belief that you and your artwork are responsible for changing the world — but you are only responsible for your own behavior. This is why art serves art better than it serves politics."

Yet in order to obtain permission to photograph the awe-inspiring Nevada Test Site, Gowin marshalled all the resources of art and politics. Nevada was the site of above-ground testing from the early 1950s until 1957. (Estimates of the number of such tests range from the official 100, to as many as 600.) After 1957, underground testing continued until the international moratorium of 1992.

The original idea of photographing the test site was born back in 1988 when Gowin flew close to it during a flight with a friend. "I came back to the university and asked Senator Bill Bradley and other members of the Princeton humanities faculty to help me. Bradley helped me with a letter. The faculty sponsored me and tried to present my case." Chance once again intervened.

"My timing was wrong. I arrived there in 1988 on the same day that the New York Times revealed that DuPont had been releasing tritium into the atmosphere for 30 years — and that the Department of Energy had been covering it up." With the DOE on the defensive, he says any possibility of cooperation that day was eliminated.

"I let it go. I thought it was something they'd never do. But in 1995 I felt compelled to write to them again. The Cold War had changed so drastically, but they still were all but ready to turn me down," he continues. He spent an-

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At the Art Museum: *Thomas Cooper's 1983 print, 'A Quality of Dancing,' is among the work on display February 3 through March 22.*

other year in correspondence, obtained an appointment with an official at the site, and drove out from California to meet him.

"The man had forgotten — it turned out it was his day off. But I felt strangely enlivened that day. The guy wasn't there, he'd forgotten the appointment, but he ended up presenting my case. You just never know. The world is put together strangely. And someone had a sense of my seriousness and sincerity." With this boost his credentials were eventually approved. "We're going to take a chance," he was told, and allowed to proceed.

Gowin photographed the site first in January, 1996, with further work in December, 1996, and January, 1997. What he saw from the air was not anything he could have anticipated.

"I was way wrong in my imagined landscape," he says. "Seeing it for the first time, I expected to see the desert scarred by all those above ground tests. I expected to see force lines in the sand. I knew that at the Trinity site the sand had melted and fused into glass. But at Nevada they had scraped up and buried all this material — it's more manicured.

"I asked them to provide captions for my pictures. And once they saw the pictures, they realized that no one had photographed it like this before. Now they've become allied to my purpose. After all, their mission is accomplished. The Cold War has been stood down. And it's getting to the point that features on the site are almost being forgotten."

Has the end of the Cold War irrevocably changed the military-industrial complex he has documented?

"I don't really know," says Gowin, "but it's clear that many of those silos are now being dismantled, and for a good reason. In any modern sense they were totally meaningless. Every one had a counter missile aimed at it. It could only have led to a mutual over-destruction.

"As a pacifist in spirit, I don't think I can understand the broad implications of having those missiles."

Having his work exhibited with landscapes and seascapes by Robert Adams and Thomas Cooper is fitting. Gowin cites each as among the most important people working in landscape photography. And they, too, share his propensity for showing the landscape as it is, rather than as he would like it to be.

"In spite of the seriousness of the consequences of what's happening to the earth, most people will recognize that these photographs are fundamentally optimistic," says Gowin. "They're about photographic beauty, the wonder of the world as it is, despite the degradation and the things that have happened. And yes, you doubt if the world can sustain an unending litany of this kind of behavior. But the world is miraculous still." ***— Nicole Plett***

Emmet Gowin: Aerial Photographs, Art Museum, Princeton University, 609-258-3788. Opening day for the exhibition of recent work. Also opening today, "Photographs by Robert Adams" and "Photographs by Thomas Joshua Cooper." All three shows continue to March 22. Free. **Tuesday, February 3.**

The Friends of the Art Museum host a private opening reception for the exhibitions on **Sunday, February 8, 5 to 7 p.m.** For membership information call 609-258-4057.

Curator Toby Jurovics gives a talk on the three photography shows on **Friday, February 13, 12:30 p.m.** and **Sunday, February 15, 3 p.m.** Free.

Art in Town

DeLann Gallery, Princeton Meadows Shopping Center, Plainsboro, 609-799-6706. "Where Have All the Flowers Gone?" a group show featuring paintings by David E. Gordon, Ed Hicks, Sydney Neuwirth, and Virginia Wise, with sculpture by Doug McIlvaine. To March 18. Gallery hours are Tuesdays to Saturdays, 11 a.m. to 6 p.m.

Gratella Gallery at the Forrestal, 100 College Road East, 609-452-7800. "Purely Abstract," an exhibition of abstract watercolors, by Pat San Soucie. To March 14.

Continued on following page

Window: *Bill Gregory's photo exhibit, including 'Window: Murray Dodge,' opens at Princeton's Woodrow Wilson School February 1.*

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Gallery hours are 10 a.m. to 10 p.m. daily.

Historical Society of Princeton, Bainbridge House, 158 Nassau, 609-921-6748. "Craftsmanship, Comfort, and Elegance: The Architecture of Rolf W. Bauhan, 1920 to 1966," a show celebrating the work of the man most influential in shaping the physical character of Princeton. From the early 1920s to the mid-1960s, he designed more than 70 buildings and renovated or made additions to 150 more. The gracious houses of the Library Place neighborhood, in particular, reflect his style. Extended to February 5. Free.

The Jewish Center of Princeton, 435 Nassau Street, 609-921-0100. "Scenes from Israel" by photographers Gilda Aronovic, Robert Garber, Jerry Kurshan, Maia Reim, Aviva Reim, and Robin Wallach. To March 14.

Medical Center at Princeton, Witherspoon Street, 609-497-4192. Beth Parsell and Carlene Kuhn. To March 19. Show is open daily, 8 a.m. to 7 p.m.

Nassau Presbyterian Church, 61 Nassau Street, 609-924-0103. An exhibition of works by the digital collage artist and illustrator Mary Durkee continues through January. Hours are Monday to Friday, 9 a.m. to 5 p.m.; Sunday 9 a.m. to 1 p.m.

Unicorn Art Gallery, 114 Nassau Street, 609-252-0988. Show continues featuring artist and illustrator Gennady Spirin with originals from "The Nutcracker" by E.T.A. Hoffmann. Also original illustrations from "The Sea King's Daughter," his 1997 work named Best Illustrated Children's Book of the Year by the New York Times. Exhibit continues to January 31. Gallery hours are Sunday through Thursday, 11 a.m. to 6 p.m.; Friday & Saturday, 11 a.m. to 7 p.m.

Art On Campus

Art Museum, Princeton University, 609-258-3788. The permanent collection features a strong representation of Western European paintings, old master prints, and original photographs. Collections of Chinese, Pre-Columbian Mayan, and African art are considered among the museum's most impressive. Open Tuesday through Saturday from 10 a.m. to 5 p.m.; Sunday from 1 to 5 p.m. Free tours are given every Saturday at 2 p.m. Free.

Not housed in the museum but part of the collection is the John B. Putnam Jr. Memorial Collection of 20th-century sculpture, with works by such modern masters as Henry Moore, Alexander Calder, Pablo Picasso and George Segal located throughout the campus.

College of New Jersey, Art Gallery, Holman Hall, 609-771-2198. **National Drawing 1998**, the juried show featuring 50 works by 46 artists. Winning selections come from Trenton and 18 other states. Top purchase award went to Mary Dolan of Princeton for her drawing, "Circus Patrons." Juror is Dot Paolo of the Rabbet Gallery, New Brunswick. To February 18.

Gallery at Mercer County College, Communications Center, Second Floor, 609-586-4800. "James J. Colavita Retrospective," one of five area shows celebrating the late sculptor's work. To February 26. Gallery hours are Monday through Thursday, 11 a.m. to 3 p.m.; and Wednesday and Thursday evenings from 6 to 8 p.m. Call extension 3588.

Raritan Valley College Art Gallery, Route 28, North Branch, 908-218-8876. John Atura's "No Apologies," an exhibition of paintings and drawings with Surrealist sources. To February 12.

Atura cites the visual and psychological meanings of Surrealism as important sources for his work. "Fundamentally, painting and drawing are actions, not words," says Atura. "As languages, I would describe them as forms of communications using graphic images. The ability to use and 'read' these symbols must be developed in order to be understood or felt." An adjunct instructor in fine and performing arts, Atura is a two-time recipient of the New Jersey State Council on the Arts fellowship. Gallery hours are Mondays, 3 to 8 p.m.; Tuesdays, noon to 3 p.m.; Wednesdays, 1 to 8 p.m.; and Thursdays, noon to 3 p.m.

Art in the Workplace

The Gallery at Bristol-Myers Squibb, Route 206 and Province Line Road, 609-252-6275. "Off to the Cinema," a show of 45 original poster paintings created by Batiste Madalena, from 1924 to 1928, for George Eastman's Rochester movie palace. On loan from Hirschl & Adler Galleries, New York, the one-of-a-kind gouaches feature such silent movie greats as "The Road to Mandalay," "Ben Hur," and "The Ten Commandments." To February 22.

At the Philadelphia Museum: *Henri de Toulouse-Lautrec's 'Jockey' is among the work in the exhibit 'Paris in the 1890s: Painters' Prints.'*

Art In Trenton

Artworks, 19 Everett Alley, Trenton, 609-394-9436. "James J. Colavita Retrospective," one of five area exhibitions celebrating the life and work of the late sculptor. To February 28. Free.

Capital Health System at Mercer (formerly Mercer Medical Center), 446 Bellevue Avenue, Trenton, 609-394-4095. "Ten From Bordentown," featuring Al Barker, Michael Bergman, Michael Budden, Juanita Crosby, Eva Palfalvi, Louis Panagini, Don Poinsett, Jack Prynoski, Kathy Shumway-Tunney, and Claudia Teal. Watercolor, pastel, oil, acrylic, and photography. To February 27.

Ellarslie, Trenton City Museum, 319 East State Street, Cadwalader Park, Trenton, 609-989-3632. "James J. Colavita Retrospective," one of five area exhibitions celebrating the life and work of the late sculptor, a Lawrenceville native and professor of sculpture and ceramics. Housed in the former "Monkey House," this show highlights the artist's animal sculpture. To March 1.

Extension Gallery, 60 Ward Avenue, Mercerville, 609-890-7777. "Self-Imposed 10 Year Retrospective" by Garret McFann of the Johnson Atelier Technical Institute of Sculpture. To February 5. Gallery hours are Monday to Thursday, 10 a.m. to 4 p.m.

Grounds for Sculpture, 18 Fairgrounds Road, Hamilton, 609-586-0616. Fall/Winter Exhibition on view in the museum and newly renovated Domestic Arts buildings: "Stone: a Group Exhibition," featuring works by Paul Bloch, Michael Braden, Susan Crowder, Horace Farlowe, Yongjin Han, and Jill Sablosky. To February 28. Gallery and outdoor hours are Friday through Sunday, 10 a.m. to 4 p.m.

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On the Road with Bernarda Shahn

'Figure in a Stony Landscape:' *Bernarda Bryson Shahn's etching is among the work on display at the Printmaking Council.*

Long-time artist and Roosevelt resident, Bernarda Bryson Shahn has always been happiest when she is traveling. In a more innocent time, as a first-year college student in the 1920s, she and a friend spent their spring break walking from Athens, Ohio, to Rising Sun, West Virginia, staying at the farmhouses of both strangers and family along the way. Years later, during the Great Depression in 1935 and 1936, she did all the driving while touring the rural South with her new husband, the artist Ben Shahn, who was on assignment taking photographs for the historical division of the U.S. Resettlement Administration.

Acknowledging an early influence that inspired her to be such an adventurer and traveler, Bryson Shahn says that as a child at bedtime, she could never nod off to sleep in the usual way when her mother would recite Coleridge's poem, "The Ancient Mariner." The exciting rise and fall of her mother's voice, and the unfolding of the wonderful story of adventure, simply banished her drowsiness.

Born in 1903, Bryson Shahn's spirit of adventure, with its inherent propensity for discovery, has served her well over the past 94 years. Her dynamic inner spirit comprises a potent combination of eager curiosity and illuminating experience, which she aptly translates into artfully drawn images. A well-selected, one-person exhibition titled "Figures of Earth," currently gathers together many of Bryson Shahn's etchings, drawings, and lithographs which share similar traits. It remains on view to February 11 at the upstairs gallery of the Printmaking Council of New Jersey in Somerville.

By no means a one-note artist, Bryson Shahn's representational figurative images arise from many rich sources such as history, mythology, and literature as well as the seeable or real world. She says that "seeing leads to thinking of other things." With her technically proficient hand, she animates even cold, hard rocks.

As a self-described "amateur archaeologist," Bryson Shahn looks for the inherent quality of each place she visits. Prompted by visual inspirations from her travels to places such as Kyoto, Japan, Knossos, on Crete, and New Zealand, she draws from a combination of memory and imagination as images come across her inner field of vision. Personifying sites with her skillful drawing, as in such works as "Figure in a Stony Landscape," she lightly inscribes naturally occurring boulders and rocks with haunting faces, subtle enough to provide only the merest hint of mystery. These anthropomorphic features complement the lone figure who stands with her back toward us as she gazes over a boulder strewn landscape with its feathery poplars standing tall against the horizon. The print evokes a haunting sense of witnessed loneliness.

The intriguing presence of human activity as geological formations are modified to become paths, stairs, plazas, temples, and passageways are evident in many of Bryson Shahn's images. Her etching of the ruins of Hagar Qum, in Malta, shows the process of organic dilapidation reminding us of nature's trick of mortality. In two different versions of the Seacoast at Denia, soft charcoal strokes recreate the hard boulders that envelope a calm blue sea and form the base of distant mountains. She has made even the most rugged of geological materials embody a humanist notion of prevailing endurance.

By no means a one-note artist, Bryson Shahn's representational figurative images arise from many sources.

Although no dates are provided in the catalog, the works on paper in this exhibit have been created in the many years between the earliest 1928 etching, titled "Face," to a 1997 charcoal drawing titled "The Keeper of the Wide World Dump." In the summer of 1996, a number of the etchings and lithographs were shown at the Printmaking Council in a joint show with Jacob Landau's drawings titled the "Frances Series." Evidently, the 1996 studio visit by Wink Einthoven, the Printmaking Council's former gallery director, inspired the current thematic, one-person exhibition that has been expertly hung by its new gallery director, George Taylor.

Bryson Shahn says that many of the places where she has been, even for short periods of time, have had powerful affects on her. In the early 1990s, while on a boat trip of the Nile, she disembarked in the dark gray light before dawn and had the good fortune to reach the Temple at Luxor just as the sun rose and illuminated its facade. "It was the most magnificent thing I had ever seen," she says. It is quite the testament to her enduring spirit of exploration that even in her late 80s, this artist still experiences the marvelous.

Now primarily a painter in her late career, since the 1970s she has created figurative images that incorporate enchanting motifs of the surreal and references to classical imagery. In 1995, several of her oil paintings on wood panels were displayed at the Princeton Day School along with pottery by her daughter, Abby Shahn, and silk hangings by her granddaughter, Amanda Slamm. Bryson Shahn's extended family also includes her son Jonathan Shahn, a well-regarded sculptor and Roosevelt resident.

The Printmaking Council is always a hubbub of activity. Presently Robert Schwieger, a visiting artist and arts educator from Missouri Southern University, is printing abstract designs onto recycled wallpaper samples, creating the basic materials for his elaborate constructed works. As the first representative of the council's brand-new artist-in-residence program, he will have the opportunity to explore his own work in an open sharing environment. This Printmaking Council has arrived, after many years of development, at its goal of providing both member artists and now visiting artists a site to act on their own spirits of adventure and discovery.

— Jeanne Kolva

Bernarda Bryson Shahn, Printmaking Council of New Jersey, 440 River Road, Somerville, 908-725-2110. "Figures of Earth" continues to February 11. Gallery hours are Wednesday to Friday, 11 a.m. to 4 p.m.; and Saturday, 1 to 4 p.m. Free.

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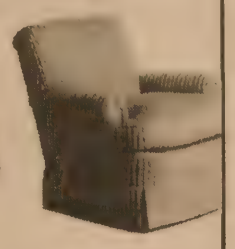

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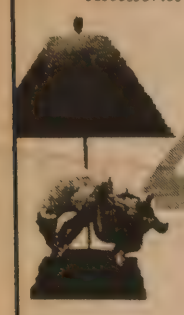

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January 31

Continued from page 35

For Families

Wagon Tours, Howell Living History Farm, Valley Road, off Route 29, Titusville, 609-737-3299. Horsedrawn sleighrides or hayrides. Free. **10 a.m.**

Washington Crossing State Park, Nature Center, Titusville, 609-737-0609. Video on Grand Canyon. Free. **1 p.m.**

Family Theater

Quick Skits, Once Upon a Time Players, Hightstown Country Club Ballroom, Monmouth Street, 609-448-5701. A family sketch comedy show. $5. **10:30 a.m. and 12:30 p.m.**

Teddy Bear's Picnic Magic Show, Kelsey Theater, Mercer College, 609-584-9444. Outing for kids and their bears features magician Rich Wescott and a real picnic in the lobby before the show. BYOB — Bring Your Own Bear. $7. **2 and 4 p.m.**

Science Lectures

Geology Open House, Rutgers University, Rutgers Geology Museum, off College Avenue, New Brunswick, 732-932-7243. Matthew Golombeck, Rutgers alumnus and project scientist for the Mars Pathfinder mission, discusses the findings of this historical voyage. Other speakers include Allan H. Treiman of the Center of Advanced Space Study in Houston and Martian meteorite expert, Richard K. Olsson, Rutgers professor of geological sciences, and Richard Lutz, professor with the Rutgers Institute for Marine and Coastal Studies. Free. **9 a.m. to 3:30 p.m.**

Science on Saturday, Princeton Plasma Physics Laboratory, Forrestal Campus, 609-243-2121. "Global Warming" by Isaac Held, Geophysical Fluid Dynamics Laboratory, Princeton University. The eight-week science series is geared toward high school students, but all are welcome. Registration is on-site prior to each session. Free. **9:30 a.m.**

Outdoor Action

Stony Brook Millstone Watershed Association, 31 Titus Mill Road, Pennington, 609-737-7592. Family Groundhog Day celebration walk. $5. **2 p.m.**

Politics

Raritan Watershed Meeting, League of Women Voters, Holiday Inn, I-78, Clinton, 609-683-8075. Information for members in the Raritan Watershed (this includes the Princeton area) on how member leagues can apply for grants for non-point source pollution in their area. Free. **10 a.m.**

Schools

Open House, Lewis School of Princeton, 53 Bayard Lane, 609-924-8120. Tours and information on the school's multi-sensory curricula designed to help the bright, learning-different child find success. Free. **1 to 3 p.m.**

Silent/Chinese Auction, Hopewell Valley High DECA, 609-737-1411. Benefit auction, door prizes. $2. **7 p.m.**

Singles

Central Jersey Tall Friends Club, South Brunswick, 732-329-8366. Chocolate party at member's home. $7. **8 p.m.**

Professional and Business Singles Network, Best Western, Route 202, New Hope, 215-493-4531. DJ dance. $10. **8:30 p.m.**

Sports

Princeton Men's Basketball, Jadwin Gym, 609-258-3538. Columbia. **7:30 p.m.**

Sunday February 1

Classical Music

Winter Concert, GPYO Preparatory Division, WW-P Middle School, Grover's Mill Road, Plainsboro, 609-683-0491. The Greater Princeton Youth Orchestra's preparatory orchestra of 120 musicians, ages 8 to 15, presents music by Telemann, Respighi, and Bizet. Free. **3 p.m.**

New Hope Chamber Players, New Hope Arts Commission, St. Martin's Church, New Street, 215-862-1382. The New Hope Chamber ensemble featuring David Kim, violin, Carmit Zori, violin, Robert Rinehart, viola, Michelle Djokic, cello, Nancy Allen, harp, David Krakauer, clarinet, and Susan Rotholz, flute, in works by Ravel, Schostokovich, and Mozart. $20. **3 p.m.**

Faculty Recital, Westminster Choir College, Bristol Chapel, 609-921-2663. Baritone Richard Hobson, with J.J. Penna, piano, sings works by Handel, Schumann, DeFalla, and Rorem, as well as American Negro spirituals. Hobson has performed leading roles in opera productions here and in Europe. He recently appeared in Hal Prince's production of "Showboat" on Broadway. $10. **4 p.m.**

Concert & Cabaret: *Baritone Richard Hobson performs February 1 at Bristol Chapel, 609-921-2663; Julie Wilson headlines for the Opera Festival January 31 at the Forrestal. 609-279-1750.*

Art

Artworks, 19 Everett Alley, Stockton Street, Trenton, 609-394-9436. Drawing Flowers in Colored Pencil, a one-day workshop with Patricia Kay. Also offered February 8. $90. **10 a.m.**

Bill Gregory, Bernstein Gallery, Woodrow Wilson School, Princeton University, 609-258-4790. First day for an exhibition of 40 photographs, including portraiture and works made during travels in this country and abroad. Artist's reception is Sunday, February 8, at 5 p.m. Show continues to February 28. **10 a.m.**

Gregory says the camera refines his view of the world around him. "I am especially conscious of light as a painterly tool," he says. "The landscape, and people for that matter, are shaped and reconfigured by the changing quality of light."

The Great American Pop Art Store, Jane Voorhees Zimmerli Art Museum, George and Hamilton streets, New Brunswick, 732-932-7237. Panel discussion on the current show, moderated by Dan Cameron, curator of the New Museum, and Joan Marter of Rutgers. **2 p.m.**

Juried Show, Coryell Gallery, 8 Coryell Street, Lambertville, 609-397-0804. Opening day for the 18th Annual Juried Exhibition of the Lambertville Historical Society. **3 to 6 p.m.**

Dance

NJPAC Debut, American Repertory Ballet, New Jersey Performing Arts Center, Newark, 732-249-1254. ARB performs a repertory program featuring Balanchine's "Serenade," with works by Septime Webre, David Parsons, and Lila York. $18 adults; $7 children. **2 p.m.**

Drama

To Kill a Mockingbird, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. Stage adaptation of Harper Lee's classic novel. $24 to $32. **2 and 7 p.m.**

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. $25 to $35. Pay-What-You-Can tickets on sale at box office on day of performance. **2 and 7:30 p.m.**

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In New Hope: *Susan Rotholz is among the musicians in the New Hope Chamber Players. They perform February 1 at St. Martin's Church. 215-862-1382.*

ter, 915 White Horse Pike, Oaklyn, 609-858-5230. Gilbert & Sullivan's classic musical of bumbling buccaneers. $12. **2 p.m.**

The Circle, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. Somerset Maugham's witty drawing-room comedy. Dessert & show, $18.50. **2:30 p.m.**

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $29.50. **3 and 7:30 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **3 and 8 p.m.**

Chess, Villagers Theater, 475 DeMott Lane, Somerset, 732-873-2710. Last performances of the rock opera by Tim Rice. $17. **3 p.m.**

Film

On Bended Knee, Shamrock/-Stine Productions, Park Place Cafe, 1101 Hamilton Avenue, Trenton, 609-392-8755. Trenton filmmaker K.J. Williams premieres his first short feature in the location where it was shot. Free. **5 p.m.** See story, page **50.**

Year of the Horse, New Jersey Film Festival, State Theater, New Brunswick, 732-932-8482. Jim Jarmusch's rendering of wailing Neil and his gritty band; plus **Bandwagon**, a '97 Spinal Tap-type tour by John Schultz. $8. **7 p.m.**

Literati

Encore Books, Princeton Shopping Center, 609-252-0608. Creative journal writing group. Free. **6 p.m.**

Good Causes

Beth El Synagogue, 50 Maple Stream Road, East Windsor, 609-426-8698. Rummage sale. **9 a.m.**

Faith

Choral Evensong, Trinity Church, 33 Mercer Street, 609-924-2277. Service sung by the choir of Men, Boys, and Senior Girls, with organist Scott Dettra. **4:30 p.m.**

Evensong services, in the style of English Cathedral choirs, are presented in the church lit by candles on the first Sunday of every month, October through June.

History

Working Wood, Cornelius Low House, Middlesex County Museum, 1225 River Road, Piscataway, 732-745-4177. "Carpenters, Joiners, Sawyers," a talk by Pat McDermott in conjunction with the "Life in Raritan Valley" exhibit. Free with registration. **2 p.m.**

Tour of the Restoration, Old Barracks Museum, Barrack Street, Trenton, 609-396-1776. Cabin Fever lecture series features a tour of the facility currently under restoration. Scheduled completion date is Fall 1998. Free with registration. **2 p.m.**

Black History Month, Burlington County Historical Society, Quaker Meeting House, 340 High Street, Burlington, 609-386-4773. Author and historian Charles L. Blockson speaks on "African-American History: Above Ground and Underground." He is the author of two books on the Underground Railroad, the lifeline out of slavery in pre-Civil

Continued on following page

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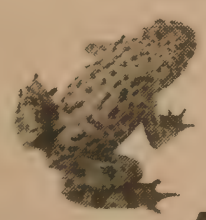

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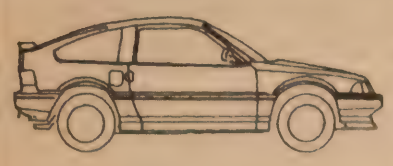

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Mirror, Mirror, On the Wall: *Jacqulyn DeVaroe, left, Victoria Lace, and Monica Rey are in the field competing for Miss Gay Pennsylvania February 1 in New Hope's Eagle Fire House. 215-862-2709.*

February 1

Continued from preceding page

War America. Free. **4 p.m.**

Between 1830 and 1860, thousands of slaves fled to the free states, to Canada, and to the territories on the Freedom Train without tracks — the Underground Railroad. It was a network of trails and paths through woods and fields, across rivers via boats, ships, trains, and wagons. The railroad's "stations" were houses and churches of men and women of conscience who helped slaves escape.

Hot Spots

Classical on Tap, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Strings of the sudsier sort happen in the brewpub, courtesy of the Princeton Chamber Symphony, through February 22. Free. **2 to 4 p.m.**

Miss Gay Pennsylvania US of A Pageant, Eagle Fire House Ballroom, Route 202, New Hope, 215-862-2709. A buffet dinner, pageant, and post-pageant party at the Cartwheel. This year's competitors include Lola Capri, PC Mansfield, and Mary Margaret. Tickets $40. **5:30 p.m.**

Despite the riotously tongue-in-cheek nature of this pageant — performances by bombshell drag queens with names like Monica Rey and Victoria Lace — the event has a sobering seriousness to it. As usual, it benefits the Family Service Association of Bucks County, which provides HIV and AIDS patients with financial support. Last year's pageant raised $3,000 and Rick Crosby, the pageant organizer, is upping this year's goal to $10,000.

"I personally know of nine people who live in the New Hope area and are receiving emotional support, free doctor visits, financial aid, and free medications by this nonprofit organization," says Crosby. "I know they would not be able to stay alive without this help. I am sure they would have fallen through the cracks and become just another statistic."

Charlie Russell Band, Havana, 105 South Main Street, New Hope, 215-862-9897. Classic rock. **6 p.m.**

NAM, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. With 3 p.m. show by Hum Daisey. **9 p.m.**

Cool Spots

Jason Callaghan Duo, Original Princeton Coffee House, 33 Witherspoon Street, 609-252-1616. Jazz. **2 p.m.**

For Families

Music for Young People, New Jersey Symphony Orchestra, State Theater, New Brunswick, 800-ALLEGRO. "Peanuts" by Ellen Taafe Zwilich headlines the family concert, with guest pianist Amanda von Goetz, winner of the 1996 NJSO Young Artists Award. Also works by Beethoven, Britten, and Prokofiev. $10 & $15. **2 p.m.**

Sharon Dennis Wyeth, William Trent House, 15 Market Street, Trenton, 609-989-3027. This Black History Month event features the author of "Once on this River," a story for young people that centers around an African-American family in the year 1760. Free with reservation. **2 p.m.** See story page **36**.

Musical Instrument Workshop, Plainsboro Public Library, Municipal Complex, 641 Plainsboro Road, 609-275-2897. The Science and Fun of Musical Instruments, led by Rich Rossolino, with Barbara Simpson and Carol Vizzini, strings. How instruments sound, how they work, build your own, listen and play along. Free with registration. **3 p.m.**

For Parents

Children's Home Society, East Brunswick Library, 609-695-6274. Meeting on international adoption with a talk by the parents of an 18-month-old girl from Bulgaria. Free with reservation. **2 p.m.**

Family Theater

Adventures of Peter Rabbit, Raritan Valley College, Nash Theater, North Branch, 908-725-3420. For ages 3 and up. $7. **1 and 3:30 p.m.**

Schools

SAT Information, Princeton Review, Temple B'nai Shalom, East Brunswick, 800-2-RE-VIEW. Information on SAT test-taking strategies and college admissions. Free. **2 p.m.**

Singles

Somerset Hills Single Hikers, Hillside Avenue at Willie's Tavern, Bedminster, 732-863-4909. Hike at Raccoon Ridge, Delaware Water Gap. $5. **11:30 a.m.**

Weekend Racquets, The Club at Woodbridge, 732-937-9317. Tennis party. $22. **5:30 p.m.**

Some Enchanted Evening Singles, 732-438-0676. Dinner party in private home, ages 40 to 59. $25, reserve. **7 p.m.**

Monday February 2

Art

Outputting, Stuart Country Day School, 609-921-2330. An exhibition of student art made on computers. "Art is not about itself," says gallery director Madelaine Shelleby, "it's about bringing things together, making connections. **8 a.m.**

Literati

Louise Collins Show, Encore Books, Princeton Shopping Center, 609-252-0608. Sandra L. Bloom discusses "Creating Sanctuary: Toward the Evolution of a Sane Society," and therapist Marilee C. Goldberg introduces her book, "The Art of the Question: A Guide to Short Term Question-Centered Therapy." Broadcast live on WHWH 1350. Free. **7 p.m.**

Hot Spots

Greg Merkle, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Guitar tapper. **9 p.m.**

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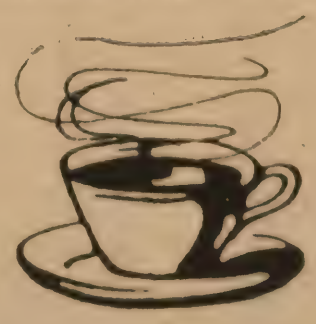

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Schools

SAT Information, Princeton Review, Chapin School, 800-2-REVIEW. An overview of SAT format and test-taking strategies, plus information on the college search. For students and parents. Free. **7 p.m.**

Colleges

Spring Term begins, Princeton University, 609-258-3000.

Tuesday February 3

Art

Emmet Gowin: Aerial Photographs, Art Museum, Princeton University, 609-258-3788. Opening day for the exhibition of recent aerial work by Emmet Gowin. Also on display "Photographs by Robert Adams" and "Photographs by Thomas Joshua Cooper." All three shows continue to March 22. Free. **10 a.m.** See story page **40**.

Literati

Princeton Adult School, Princeton High, Moore Street, 609-683-1101. "The Universe: What We Know and What We Hope Yet to Find Out," will start with the "Big Bang" and continue from there. Five Princeton University scientists lead this series: Richard Gott, Michael Strauss, David Spergel, Scott Tremaine, and Neil Tyson. Tyson is director of the Hayden Planetarium and a also visiting lecturer at Princeton. $45. **8 p.m.**

Hot Spots

JoJo the Dog Faced Boy, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. **9 p.m.**

Sean Rivas Trio, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Jazz fusion. **9 p.m.**

Love Seed Mama Jump, KatManDu, Route 29, Trenton, 609-393-7300. **10 p.m.**

For Parents

Parents Anonymous, Summit Bank, Jamesburg, 609-243-9779. Two-day training session for parents and professionals interested in starting a self-help group. **9:30 a.m. to 3:30 p.m.**

James Kimple, South Brunswick Library, 110 Kingston Lane, Monmouth Junction, 732-329-4000. James Kimple, author of "Eve-O and the Efficient Learner," speaks on "The Recognition and Treatment of Children Classified as Visually Impaired." Preregister at extension 286. Free. **7 p.m.**

Lectures

Crash Course in Jewish History, Lawrence Headquarters Library, Darrah Lane, Lawrence, 609-882-9246. Five-part lecture series by Yossi Sobel continues. Preregister. Free. **7:30 p.m.**

Sacred Mountains of the World, Princeton University, McCormick 101, 609-258-3552. Edwin Bernbaum of UCLA discusses the cultures of the Himalayan mountain countries and the fight to preserve their environment. Bernbaum's photographs are on exhibit through March 31 at the American Museum of Natural History in New York. Free. **7:30 p.m.**

Wednesday February 4

Classical Music

Organ Concert, Princeton University Chapel, Washington Road, 609-258-3654. Kenneth Kelley, Nassau Presbyterian Church. Free. **12:30 p.m.**

Art

Jim Jansma, Arts Council of Princeton, 102 Witherspoon Street, 609-924-8777. Opening reception for an exhibition of wood-fired figurative ceramic sculpture by Jim Jansma. To February 27. Free. **5 to 7 p.m.**

Drama

Pirates of Penzance, Ritz Theater, 915 White Horse Pike, Oaklyn, 609-858-5230. Gilbert & Sullivan's classic musical. $14. **7:30 p.m.**

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $25.50. **8 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **8 p.m.**

Dancing

Princeton Country Dancers, Suzanne Patterson Center, Borough Hall, 609-683-7956. English country dance with music by Louise McClure. No partner needed. $6. **8 p.m.**

Literati

Barnes & Noble, MarketFair, 609-897-9250. Science fiction & fantasy group discusses "Byzantium" by Stephen Lawhead. Free. **8 p.m.**

Crafts

Plainsboro Public Library, Municipal Complex, 609-737-0357. Embroiderer's Guild of America meeting for all interested stitchers. Free. **7 p.m.**

Hot Spots

Bob Schremser and Friends, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. **9 p.m.**

Tom Cohen Quartet, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Upbeat jazz. **9 p.m.**

Singles

Professional and Business Singles Network, Washington Crossing Inn, 610-353-4624. After work social. Free. **5:30 p.m.**

Thursday February 5

Pop Music

The Gershwins' 'Porgy & Bess', New Jersey Symphony Orchestra, State Theater, New Brunswick, 800-ALLEGRO. David Commanday conducts the concert version. $10 to $45. **8 p.m.**

Art

James J. Colavita Retrospective, Rider University Art Gallery, Lawrenceville, 609-896-5168. Opening reception for one of five area exhibitions celebrating the life and work of the late sculptor, a Lawrenceville native and professor of sculpture and ceramics, James J. Colavita. Show continues to March 8. Free. **5 to 7 p.m.**

Architecture

Rem Koolhaas, Princeton University School of Architecture, McCosh 50, 609-258-3741. A talk by Rem Koolhass, Office for Metropolitan Architecture, Rotterdam. Free. **8 p.m.**

Drama

Spirit North, Crossroads Theater, 7 Livingston Avenue, New Brunswick, 732-249-5560. Leslie Lee's latest work about an African-American defense lawyer on a high-profile murder case. $25.50. **8 p.m.**

Cymbeline, McCarter Theater, 91 University Place, 609-683-8000. Shakespeare's romantic tale of love, forgiveness, and redemption. $25 & $29. **8 p.m.**

The Mask of Moriarty, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. A Sherlock Holmes comedy-thriller. $31 to $46. **8 p.m.**

The Rivals, Rutgers Theater Company, New Theater, George Street at Route 18, New Brunswick, 732-932-7511. William Esper directs the period comedy by Richard Brinsley Sheridan. $14 to $20, Thursday to Saturday at 8 p.m., Sunday at 2 p.m., to February 22. **8 p.m.**

Film

Great Expectations, New Jersey Film Festival, Loree Hall 024, Douglass College, New Brunswick, 732-932-8482. David Lean's 1946 version of Dickens' novel, considered one of Lean's best, nominated for five Oscars, it won two. $5. **7 p.m.**

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The Mystery of Kaspar Hauser, German "wild child" by Werner Herzog, January 29. **In the Company of Men**, White collar sexual deception, January 30-31. **Year of the Horse**, Jim Jarmusch's rendering of Neil and his grit-band; plus **Bandwagon**, a '97 "Spinal Tap"-type tour, February 1. **Great Expectations**, a Dickens of a five-time 1946 Oscar nominee, February 5. **Deep Crimson**, The "Lonely Hearts Murders" of the '40s, in Spanish, February 6-7.

Mainstream Flicks

Confirm titles with theaters.

Amistad. Spielberg's colonial courtroom drama starring Anthony Hopkins and Matthew McConaughey. *Mercer, Regal.*

An American Werewolf in Paris. Tom Everett Scott, college touring Europe, gets dogged by Julie Delpy. John Landis' sequel to "American Werewolf in London." *Quakerbridge.*

Anastasia. Revisionist cartoon with voices by Meg Ryan and John Cusack. *Regal.*

As Good As It Gets. Jack Nicholson, obsessive-compulsive misanthrope, charms Helen Hunt, waitress. *Kendall Park, Mercer, Montgomery, Regal.*

Deconstructing Harry. Woody Allen gets it from the girls, including Kirstie Alley. *Kendall Park, MarketFair.*

Fallen. Detective Denzel tracks down body-snatching demon in Philadelphia. Mew. *Kendall Park, Mercer, Regal.*

Firestorm. Smokey the Bear saga. Howie Long, football guy, stars. *Mercer.*

Flubber. Robin Williams (of Mork fame) still bouncing off walls. *East Windsor, Mercer.*

For Richer or Poorer. Amish tax scam starring Kirstie Alley and Tim Allen. *East Windsor.*

Good Will Hunting. Math geek, Matt Damon, meets Mork. Directed by Gus Van Sant; some profanity. *Garden, Kendall Park, MarketFair, Montgomery, Regal.*

Half Baked. Herbfest comedy, starring David Chappelle, Jim Breuer, and Harland Williams. *Mercer, Regal.*

Hard Rain. Randy Quaid, Morgan Freeman, Christian Slater, and Minnie Driver are all wet behind the ears. *Mercer, Regal.*

Coming Soon: *Famke Janssen and Treat Williams star in 'Deep Rising,' a thriller about a sinking luxury liner. Not the Titanic.*

Home Alone 3. This time it's boy meets burglars, but sans the aging Macaulay. *Quakerbridge.*

Jackie Brown. Quentin's second pulper with Robert De Niro, Samuel L. Jackson, and Bridget Fonda. *Quakerbridge, Regal.*

Kundun. Scorcese does the whole "Free Tibet" thing — in Morocco, with a cast of real Tibetans and real Tibetan culture. *MarketFair.*

Mr. Magoo. Leslie Nielsen gets dumber as the cartoon character. *East Windsor.*

Mouse Hunt. Brooding Tom & Jerry flick, with Nathan Lane and Lee Evans. *MarketFair, Regal.*

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MEN SEEKING WOMEN

609 SM Brown hair, green eyes, 5'9", 190 lbs. Looking for a woman, any race, 24-37, to have a relationship with. Call Ext. 13154

609 A plus size woman is sought by a caring, considerate single professional White male 50, who will give you all the attention you need & deserve. I'm easy to get along with, have many interests & very affectionate. Any race is OK. Call Ext. 12503

609 SWM 22. Looking for a single White female between 20-25, kids are OK. I want a serious relationship so, no games. I like to have fun & do a lot of outdoor things. Call Ext. 12540

609 SWM 41, 6'2", 210 lbs., muscle build, well groomed, brown hair, brown eyes, mustache. I'm easygoing, sentimental, romantic, affectionate & passionate. Seeking lady 24-49, for a long term relationship. Great sense of humor, likes kids & no games. Likes movies, dancing & oldies. Call Ext. 13081

609 SWM 39, 6'2", 210 lbs., blonde hair, blue eyes, physically fit. I'm a non-smoker, drug-free, disease-free & a social drinker. I'm very easygoing, romantic, playful, fun, caring, understanding, loyal, honest & I have a great sense of humor. I'm very family oriented & I have a beautiful daughter. I enjoy going to the gym, the beach, the boardwalk, amusement parks, dancing in the clubs, romantic weekend getaways & romantic evenings. Looking for a single or divorced woman, in her 30's, who is White, a professional, fit & physically attractive. Should have similar interests & be a non-smoker. Children are a plus. Call Ext. 13096

609 SWM 18, cowboy, 6'2", brown hair, green eyes. I'm shy & honest. I like sports, country music & country dancing. I will cook for that special someone. Looking for a single White female who is between the ages of 18-19, who is a cowgirl, shy, honest, likes country music, country dancing, sports & would like a guy to cook for her. Call Ext. 12554

609 SWM 32, fit, good looking, outdoorsy, professional. I've never been married. I'm financially & emotionally secure. Looking for a professional, single White female between ages 26-37, with similar qualities & has no children. I'd love to spend this winter with you skiing or curled up in front of the fire place. Maybe a possible life long journey. Call Ext. 12443

609 SBM 5'11". Would like to meet a White female who is well built. Call Ext. 12547

609 SWM Italian, 55, 5'11", 155 lbs. I'm easy to look at, easy to be with & easy to love. I'm sincere, painfully honest, passionate, family, sense of humor, spontaneous, slow dancing, Sinatra, animals, New England, dry wine, touching, one to one, commitment, feeling, the arts, sentimental, loving you, jazz, outgoing, non-smoker & no drugs. I'll be your country gentleman, will you be my 44 plus, attractive, slender, feminine lady in lace or Levi's? Take the moment & the chance. Call Ext. 12454

609 SM Looking for an Italian woman, who is down to earth, easy going & has no demands of her partner. Someone who can just go with the flow & not expect anything. Please leave a message. Call Ext. 12660

609 SBM 19. Looking for a woman between ages 20-24. I like parties, romantic dinners, long walks, talking on the phone & cuddling. Call Ext. 12635

609 SWM 37, 5'11", 185 lbs., blonde hair, blue eyes, handsome, athletic. I'm sincere, honest, humorous, dedicated, educated, self employed & a father of 2. I like to have fun, walk in the park, work out, dine out, casual times at home, spending quality time with my kids, laughing, beaches, traveling, learning & trying new things. Seeking a family oriented single woman with similar interests for a loving relationship, following a caring courtship. Call Ext. 12469

609 SM I like to read books, watch TV & listen to jazz music. Looking for a sweet girl. Should have some goals in your life. Call Ext. 12488

609 SWM 44, easygoing. Looking for a long term permanent relationship. I enjoy movies, dining out, skiing, fishing & just about anything. If you would like to get to know me better, please leave your name & phone number. Call soon. Call Ext. 12596

609 SM 40's, well traveled, well educated, able. I'm good looking, fit, trim. I will share your wish for discretion. If you are a smart, slender lady in your 30's, give me a call. Call Ext. 12653

609 If you don't think there's anybody out there that's sweet & likes to treat a women the way she should be, your wrong. I'm 5'11", brown hair, brown eyes. I love to cook & I'm a professional musician. Call Ext. 12643

609 DWM 6'1", professional. I'm fit, stable & affectionate. I love to hug & snuggle. I'm humorous & handsome. I love to travel, theater, art, historical homes, bicycling, skiing, tennis & hiking. I'm seeking a tall, fit, single, divorced White professional female between the ages of 42-49 years old, who also must love to snuggle, hug & share some of the same interests as I do. Call Ext. 12609

609 WWM 58. I'm interested in meeting a woman ages 45-58, for going out & having fun. I like the beach, walking, gardening, cooking, watching TV at night & cuddling. Hopefully it will work out to be a long term relationship. Call Ext. 12600

609 SM 25, 170 lbs. I'm drug & alcohol free. I enjoy working out & running. Looking for someone who is honest & open minded. I'm a vegetarian. I like animals. This is my first time placing an ad. Call Ext. 12650

609 DWM 53, 220 lbs., 6', brown hair, blue eyes. Interested in flea markets, cooking at home, movies, shore activities & riding Harley Davidson motorcycles. Looking for a single White female, not over 60 years old & under 135 lbs., to enjoy similar activities. Call Ext. 12769

609 SM 31, dark hair, hazel eyes, body building. I have no kids & never been married. I'm a non-smoker & a non-drinker. Looking for a honest, petite woman with a great smile & who doesn't play any head games. I love doing things outdoor, movies, boating, jet skiing, fishing & taking rides on the boat in the evening. Call Ext. 12532

609 SWM 29, 5'9", blonde hair, blue eyes. I like the outdoors, sports, enjoys life & likes to have fun. In search of single White female 24-32, with similar interests. Call Ext. 12621

609 SM 25, 6', 200 lbs., blonde hair, brown eyes. I'm hoping to meet that special someone. Call soon. Call Ext. 11125

609 SWM 29, 160 lbs., 5'9", 160 lbs., blue eyes, brown hair. I'm a homeowner. I love animals, I have 4 dogs, a cat & a fish. I like sports, music & any kind of activity. Looking for a girl with the same interests, sports and animals. Call Ext. 12749

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Year of the Horse: *Jim Jarmusch, left, is the director of the NJ Film Festival selection on February 1.*

Oscar and Lucinda. Aussie "Harold and Maude" where Ralph Fiennes, gambling obsessive, and Cate Blanchett, gambling compulsive, meet somewhere near outback. *Montgomery.*

Phantoms. Killer virus, cleans out Colorado. Starring Peter O'Toole, Joanna Going, and Ben Affleck. **Mercer, Regal.**

Scream 2. Good opening. Serial killer sequel starring Neve Campbell, Courtney Cox, and David Arquette. *Mercer, Regal.*

Spice World. Chick-power Brits take over where the Beatles left off. *Kendall, MarketFair, Regal.*

Star Kid. Contains space combat, mild vulgarities, and bullying. Starring Joseph Mazzello and cyborgs. *Kendall Park, Regal.*

The Boxer. Jim Sheridan's new Northern Ireland flick stars Daniel Day-Lewis as a pugilist who leaves the klink to save Emily Watson. *MarketFair.*

The Devil's Advocate. Al Pacino's longwinded version of "Sympathy for the Devil" with Keanu Reeves. *East Windsor.*

The Full Monty. British steel on parade. *Mercer, Regal.*

The Rainmaker. Frances Ford Coppola does Grisham's Davis vs. Goliath insurance tale. With Jon Voight, Danny DeVito, and Mary Kay Place. *East Windsor.*

Titanic. Kiss, crash, sink, scream, shiver, then sigh: With Leonardo Di Caprio and Kay Winslet. *Garden, Kendall Park, MarketFair, Montgomery, Regal.*

Tomorrow Never Dies. Unfortunately, neither does agent 007. Starring Pierce Brosnan and Michelle Yeoh. *MarketFair, Montgomery, Regal.*

Wag the Dog. President molests girl in Oval Office while Dustin and De Niro fake an Albanian invasion. *Kendall Park, MarketFair, Montgomery, Regal.*

— Peter J. Mladineo

Venues

East Windsor Cinemas, Routes 130 & 571, East Windsor. 609-443-9295. $3 a show, $2.50 matinees.

Garden Theater, 160 Nassau Street, Princeton, 609-683-7595.

Kendall Park Cinemas, Route 27, Kendall Park, 732-422-2444.

Loews Theaters, Route 1 South, New Brunswick, 732-846-9200. Stadium-seating multiplex where U.S. 1 Flea Market used to stand.

MarketFair-UA, Route 1 South, 609-520-8700.

Mercer Mall General Cinemas, Route 1 and Province Line Road, Lawrence, 609-452-2868. $7.25.

Montgomery Center Theater, Routes 206 and 518, Rocky Hill, 609-924-7444.

Quakerbridge Mall AMC 4, Route 1, Lawrence, 609-799-9331.

Regal Cinemas Town Center, 319 Route 130 North, East Windsor, 609-371-8470. Stadium-seating, 15-screen megaplex. ■

U.S.1

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609 SBM 6'2", 230. I'm looking for a full figured, single Black woman, who loves dancing, dining & traveling. Call Ext. 12733

609 SWM 32. I've never been married, no children. I'm in search of a single female who is between the ages of 21-35, for going out, making out, eating out & having a good time. Call Ext. 12712

609 SWM 37, 6', 185 lbs. I like the outdoors, classic rock 'n' roll, going out, having a good time & making a woman smile & laugh. Looking for a 37 year old, single or divorced, White woman, who looks good & has similar interests as I do. Should love to laugh. Call Ext. 12765

908 SWM 38, 5'6", 140 lbs., brown eyes, brown hair, glasses. I like music & am a D.J. part time. Looking for a long term relationship with a single White female between the ages of 25-50 years old. Someone who does not do drugs, is a caring, loving person. Someone fun who likes music & is family oriented. Call Ext. 12444

908 SM 26, 6'3", brown hair, brown eyes. Fun is going to the beach, lifting weights & going to the movies. Call Ext. 12413

WOMEN SEEKING MEN

609 SWF 35, attractive, brown hair, green eyes, 5'6". I have no children & have never been married. I enjoy running, biking, the outdoors & the summer time. Looking for a long term relationship with an affectionate man, 32-45. I'm very affectionate & believe that it is important to find an affectionate man. Call Ext. 13167

609 SWF Cute, Scorpio. Looking for a cute, Scorpio, single White male 22-35. Call Ext. 13106

609 SF 35, but look younger. I have never been married. I work out a lot, I like to run & ride my bike. Looking for someone who has similar background & must be affectionate. I'm financially & emotionally stable. Looking for someone 32-45, to spend some time with. Call Ext. 13167

609 DWF 40, single parent of a 8 year old. I'm attractive, have a great sense of humor, love to have fun & would like someone special in my life. If you are divorced or a single male, ages 38-50, & into a challenge, let's talk. Call Ext. 13139

609 SWF 18. I'm outgoing & educated. Looking for the same in a person. Should be good looking & wanting to try different things. Call Ext. 12541

609 SF Voluptuous brunette 40, looks 30. In search of a very cute guy 30-48, for dates & possible permanent relationship later. I prefer a non-smoking, childless male. No bald men or foreigners please. Call Ext. 12724

609 SWF 21, 5'4", brown hair, brown eyes. I'm easy to get along with, I drink a lot of coffee & I smoke. I like sports, going to the gym, music, partying, animals, long walks on the beach, going out & having fun. Looking for a single White male, 20-30. Call Ext. 13120

609 SWF 38, 5'6", 110 lbs., slim build, blue eyes, auburn hair. I'm a happy, secure person. I love children & have 2 girls. I love animals, movies, music, photography, outdoors, bike riding, gardening, sports, fresh air, swimming, jogging & coaching soccer. Looking for someone I can talk to, share good times & have things in common with. Call Ext. 12462

609 DWF 39, attractive, petite, long auburn hair, brown eyes. I'm honest, loving, sensuous, fun-loving, adventurous. I like country living, horseback riding, rodeos, camping, travel on the weekends & arts. In search of a White male with a good build, tall, is in his 30-40's, with the same interests for a long term relationship. Call soon. Call Ext. 12485

609 DWF 35, 5', brown hair, brown eyes. I love dancing, dining, travel & movies. Looking for a single or divorced White male, who is honest & loving for a long term relationship. Call Ext. 12567

609 SWF 18, 5'9", have brown hair, with blue eyes. Looking for someone who is around the ages of 18-25, who enjoys partying, being outdoors & having fun. Should be able to fulfill my dream, of a meaningful relationship & can be true to me. Call Ext. 12862

609 SBF 22, 5'6", long brown hair, brown eyes. Seeking a non-smoking White male 21-30, who likes to go clubbing, athletic, nice looking & enjoys going to the gym. Seeking someone for friendship, companionship & eventually a relationship. Call Ext. 12693

609 SBF 28, 5'5", 155 lbs. I'm attractive, healthy, intelligent & educated. In search of a real, honest single Black male ages 28-35, who enjoys going to the movies, dining out & loves to have fun. Call Ext. 12800

609 DBF 5'4", professional, attractive, adventurous. Looking to meet a gentleman 45-up, who is sincere, honest, stable & in good health. I'm interested in meeting someone, who is intelligent & a professional for friendship. Race is not important. I love to travel. I enjoy cooking healthy, dining in & out. I like the arts, music, photography, sports & delightful conversations. I'm very fexible. Call Ext. 12918

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$1.98/min.* Must be 18 or older.

609 SWF 34, hardworking mom, 5'4", 150 lbs., hazel eyes & long brown hair. I'm a smoker. Seeking a single White male who is between the ages of 28-39, for friendship or possible long term relationship. I like books, computers, dining out, classic cars & going on romantic walks. Similar likes are desired, must like kids, drug-free and single. No games. Call Ext. 12899

609 SBF 41, full figured. Want to meet someone for friendship & that would possibly lead to a relationship. Should be honest, sincere, have a good sense of humor & be able to show respect. I enjoy sports. Call Ext. 12791

908 SF Interested in talking to people as long as your nice, sincere, open & looking for a relationship with no games. Should be between the ages of 29-40 years old. I like different kinds of music & enjoy a rather laid back lifestyle. I'm very sexy & smart. Call soon. Call Ext. 18232

WOMEN SEEKING WOMEN

609 GWF 37, 5'5", red hair, blue eyes. Mainly looking for friends, not looking for a relationship right now. I like going down to the shore, Atlantic City, movies & other spontaneous things. Call Ext. 13168

609 GWF 37. Looking for friendship with a gay White female, 35 & older. Should be spontaneous, sincere & know what you want out of life. I enjoy watching sports, going to the mountains or the shore & movies. Call Ext. 13168

609 SHF 24, cute. Looking for a blonde hair, sexy, naughty girl, who is between the ages of 25-34. Must be funny, loving & caring. Call Ext. 12839

MEN SEEKING MEN

609 SM Interested in meeting other males. Free massage. Call Ext. 12776

609 SM I order from the catalogs & I wear what I order. Seeking to meet other people with similar interests. Call Ext. 12410

609 SM Energetic, fit, humorous, brown eyes, dark hair, 175 lbs., 6'1". Seeking other gay single men for friendship & possible relationship. Call Ext. 12585

COUPLES

609 WC She is 32, full figured. He is 35, straight, 5'10", 175 lbs. In search of Black, Latin or White males, for getting together & parties. Couples & females are also welcome for some great times. Call Ext. 12661

609 MC I'm 55 & she is 50. Would like to meet a female 45-55, for dining out, friendship & more fun. Call Ext. 12801

609 SF Blonde hair, green eyes, 5'3", 130 lbs., nice figure. I love riding on Harely's. I'm very open-minded. Looking for a single White male or female, for some fun & adventure. I'm new to this & very curious. I have a male friend, who is very attractive, Italian & 35. Call Ext. 12976

908 MWM 50, 5'7", 170 lbs. Would like to meet single women & couples. I'm outgoing & friendly. Call Ext. 12768

908 MWC In our 30's, we are both in good shape, sexy, she is bi & he is straight. Looking for similar attractive couples. Must be drug-free, disease-free, clean and very discreet. Also, seeking bi curious or bi sexual females. Call Ext. 12581

PREVIEW

'On Bended Knee:' Low Budget, Big Heart

Could Trenton's Kevin Williams be the next Kevin Smith? Smith, the Jersey-bred director of "Chasing Amy," made his mark with "Clerks" — a low-budget feature filmed entirely in his home town of Red Bank. Now Williams, with credentials in film, finance, and marketing, is unveiling his own short feature, "On Bended Knee," filmed in his own hometown of Trenton. Much of the action is set at the Park Place Cafe, and the film will be unveiled there, Friday through Sunday, January 30 to February 1.

Kevin Williams, who goes by the name K.J. Williams in his film pursuits (not to be confused with Kevin Williamson, director of "Scream" and "Scream II"), wouldn't mind following in any of the other Kevins' footsteps.

At 19 minutes, 34 seconds ("that's about three hours shorter than 'Titanic,'" notes Williams), "On Bended Knee" is a romantic comedy about the hours before a man makes a marriage proposal.

Beginning with a phone call, followed by a fax, followed by another heartfelt phone call, Williams' casting call first appeared in U.S. 1's "Auditions" section on June 4 *and* 11, 1997:

"A central New Jersey filmmaker is auditioning non-union actors and crew for a low-budget short film shooting in late July in Trenton and Mercer County. Need male and female leads in 20s, and an Elvis impersonator (non-speaking part). All races and ages welcome. No pay, but tapes, fun, food, and experience."

Lending a little extra credibility to the call was the formidable name of Williams' company, Shamrock/Stine Productions, a name he created by combining a tribute to his mother's Irish roots, and his father's German-Welsh background. With an additional paid ad ($100) in the New York actors' paper, Backstage, and a listing on the hotline and website at the Philadelphia film office ($50), Williams' casting call netted him a monster pile of 710 resumes and headshots. "I was surprised," says Williams. "For a few days I was getting over 100 a day, and I took it as an extreme positive. I got headshots from people in Illinois, Tennessee, and Wyoming. Someone told me they saw the listing on AOL — which I don't even have myself."

Despite the potentially overwhelming volume of inquiries, Williams reports the initial casting sessions in Trenton and New York went well. "My two leads, Laura Rose and Josh Cohen, both came from the New York City call. Josh is a stand-up comedian by trade. I was really happy with them both, and they hit it off well right away as a couple — which I think says something good about my casting."

Cohen plays the lovestruck young man, Tom Lawrence, who Williams describes as "a local Trenton boy with only a few hours left before the biggest moment of his life. He's proposing to his upper crust Princeton girlfriend, Renee," played by Rose.

"You never see that time leading up to the proposal," muses Williams. "You always see when the guy proposes, and you see the aftermath, but you never see this." The movie also features some insight on how the King would handle the situation.

Trenton actor Adan Olmeda Jr., who plays the roommate, and Toribio Bo Torres, who plays a young Elvis, both read about the casting call in U.S. 1, as did all the extras. And, true to the ad, everyone worked for food and fun.

Trenton Makes: *Neophyte director Kevin Wiliams, at left with Elvis impersonator and cafe owner Frank Grosso. Laura Rose, right, plays the female lead.*

Featured in a cameo as Elvis is Frank Grosso, owner of the Park Place Cafe, who has been polishing his Elvis impersonation since 1990. The film was shot in 3-1/2 days in late July, primarily at the Park Place Cafe and also at Terry Pratico Jewelers in Plainsboro. Terry, one of the store's owners, is married to Williams' brother.

Marc Schotland was photography director and cameraman with assistant Lorenzo Papa of Trenton — both had worked on student projects with Williams in New York.

Following the lead of such directors as Martin Scorsese ("Goodfellas"), Williams cast his mother, Grace, in the film. "She only has only line, but it's a key line. And that was by far the toughest scene to direct." Was this because Grace, the mother of six sons and a daughter, of whom Kevin is the youngest, is more accustomed to giving directions to her son, than taking them? "You said it, I didn't," replies Williams.

Williams, who turns 30 this year, majored in business at La Salle (Class of '90), and has an MBA in marketing from Tulane. When he's not making movies, he is a part-time market researcher at Response Analysis.

His filmmaking debut began on the heels of a five-month graduate program he completed last spring at the prestigious film school of New York University. "I've always been a serious movie buff," says Williams. His parents introduced him to film, and his late father, who worked as a technician at Princeton University Press, would occasionally bring home books on film they had published. From these Williams learned at an early age that movies are not just for escapists.

Williams cites "Close Encounters of the Third Kind" as the most impressive film of his early viewing years. It was a movie he saw just once in the theater and then on television — "that was before cable and video cassettes, when it was a big deal to see a big movie on TV," he says. "It brought so many elements together, the visuals, the sound (bom, bom, bom) — everything brings in the audience. And I realized there's more to making a film than just shooting a camera." His other important film experiences included "Grease" and "An Officer and a Gentleman."

Williams' favorite movie of all time, however, is "Raiders of the Lost Ark," which he saw when he was 13. "It's a movie that is exciting, it brings you back to the excitement of a kid seeing something for the first time," says Williams. With the advent of cable, his movie fascination was confirmed, and he quickly became a self-confessed "HBO junkie."

For Williams, the arrival on the Princeton scene of the "I.Q." movie crew galvanized his attention. It also gave him the hands-on, on-the-job training he was seeking before deciding whether to make the movie plunge. For six weeks Williams worked as one of two assistants to the extras casting director, Marshall Peck. "I picked the extras, including the stand-in for Walter Matthau," says Williams. "With that I learned a lot. I learned how the casting process goes, and how to look for someone who's going to tell your story but not overwhelm your story."

"The more you learn about the technical and physical aspects of film, the better the results are going to be from a financial and creative standpoint," says Williams. His original budget was $2,900, but, like "Titanic," he had a slight cost overrun, with the extra expense due to post-production. "It is a business, even on small level, and there are management and financial skills you have to have. If you don't have them, you're going to waste your time and money."

"After the premiere, I'll be sending 'On Bended Knee' off to film festivals. From that I hope to be able to meet people who can back a project I'd like to do, or who would want me to direct or shoot a project." Williams notes that Michael Bey, director of "The Rock," got his start in commercials in New York.

His goal? To shoot a full-length feature in Trenton, taking advantage of the sweep of its varied landscape, from 19th-century industrial, to urban decay, and suburban sprawl. It's even got picturesque Princeton.

"The final shooting cost for 'Clerks,' before they had distribution, was $27,000," says Williams, who knows his facts and figures. "Smith submitted it to Sundance in 1994 and Miramax picked it up. Now he's got 'Chasing Amy,' and he'll be shooting his new movie shortly. I'm going to try to get Kevin Smith to see my film."

— Nicole Plett

On Bended Knee, Shamrock/-Stine Productions, Park Place Cafe, 1101 Hamilton Avenue, Trenton, 609-392-8755. Free. **Friday, January 30, 8:30 p.m.; Saturday, January 31, 5 and 7 p.m.; Sunday, February 1, 5 p.m.**

'The more you learn about the technical and physical aspects of film, the better the results are going to be from a financial and creative standpoint.'

Continued from page 28

the product hasn't been formally introduced yet. Product delivery is expected this quarter.

Bole is a dynamic desktop application that integrates data into a comprehensive information management solution. "Bole retrieves data from a virtual warehouse and integrates the data with familiar desktop tools," explains Raffo. Bole has the ability to collect data from multiple databases simultaneously and deliver that data to a virtual warehouse on the user's desktop in order to create reports or analysis in other desktop reporting tools. It integrates seamlessly with such familiar desktop tools as Excel and Lotus, improves analytical functionality, and provides report-generation capabilities. Bole Desktop can be configured to support the unique, individual, and organizational needs.

Bole can serve a variety of functions. For example, it's ideal for human resource operations for managing separate systems like benefits, HR, and payroll databases. Raffo comments that one HR contact had been contemplating buying a single system to replace the three systems currently in use, but found it prohibitively expensive. With Bole they can maintain separate systems and unite the information as needed. "Bole is ideal for managing significant amounts of data, such as product, research, personnel, contact, or analysis information," adds Raffo.

"By the time you put in large servers and beef up network infrastructure, the typical data warehouse can cost a tremendous amount of money," notes Raffo.

A U.S. 1 ADVERTISING FEATURE

Raffo of Lepus has signed on as an officer of the Princeton Technology Alliance; 'Mediation is one of divorce's best kept secrets,' says mediator Marcia M. Michaels, who is also an attorney. 'It saves time, cost, and heartache.'

A tool like Bole' utilizes the existing infrastructure, network, desktops and databases to provide a cost and time-savings solution.

Raffo has also recently signed on as vice president at Princeton Technology Alliance. "There was a natural brotherhood between our business and their organization," says Raffo. The goal of the Alliance is to establish an environment that will support and encourage the development and integration of innovative technologies in the Princeton community. "That environment," notes Raffo, "will provide a forum for dialogue between businesses and industries and an opportunity to leverage each other's talents." The Lepus Group will soon be hosting the Alliance's Web site.

Raffo believes that whether information resides on a desktop computer, a network server, or an Internet site, the priority must be delivering high quality, comprehensive solutions designed to meet the demands of dynamic business environments. "We provide solutions, not just services. As a solution provider, The Lepus Group has greater ability to meet client needs. Greater ability means greater value to the customer. If you're buying hardware from one company, software from another, and services from a third, project coordination and management isn't just a challenge, it's a costly and time-consuming option." The Lepus Group can provide a complete solution, from hardware to software and proprietary or third party products.

The Lepus Group offers full-service, state-of-the-art MIS services, including system design, system architecture, network architecture, as well as hardware, software, and support services. In addition to application development, The Lepus Group is also involved heavily in Intranet and Internet development and integration and is a Netscape Solution Expert and a reseller of both hardware and software for the client/server environment.

The Lepus Group, 209 Wall Street, Princeton, 609-279-0363. Fax: 609-279-0263 Web Site: www.lepusgroup.com

Marcia M. Michaels, Esq.

The very word "divorce" conjures up images of a battle to be waged, frequently under the leadership of two adversarial attorneys. Unfortunately, says Marcia M. Michaels, herself an attorney, "the traditional adversarial approach can result in staggering financial costs, as well as emotional costs that can be severe." In certain cases, the adversarial system may even help escalate the conflict. The conventional divorce does not serve the needs of many modern day separating couples, adds Michaels. "I have heard many of them ask, 'Isn't there a better way to get divorced?'"

For many people there is a better way. Mediation, says Michaels, an accredited member of New Jersey Association of Professional Mediators, is a widely recognized alternative for divorcing couples that can lessen or potentially eliminate the negative consequences of an adversarial divorce. "In mediation," she says, "the spouses work with the assistance of a neutral third party professional to reach agreement on issues and problems concerning their separation.

Mediation allows both spouses to retain control over the decision-making process since any agreement must be mutually acceptable to each of them. The mediator, while managing any conflict between the spouses, ensures that all relevant issues are identified and that the parties remain "on task." In fact, the mediator often helps diffuse a hostile situation and assists the parties in coming up with creative, yet realistic, solutions.

"Mediation is one of divorce's best kept secrets. It saves time, cost, and heartache" as compared to conventional litigated divorces, says Michaels. Depending on its complexity, a mediated settlement can usually be worked out in approximately 6 to 12 sessions. On the other hand, court calendars are often so backlogged that a litigated divorce can drag on for months or even years, further drawing out the conflict. This is an important consideration, especially when children are involved.

Nevertheless, a mediator does not take the place of an attorney. Each party is encouraged to consult with an attorney throughout the process and to review the mediated agreement with an attorney. Since the spouses are doing the actual negotiating, the attorneys' roles are limited — functioning as advisors, not actual participants or litigators. Moreover, because the parties can reach an agreement in a much shorter time period, fewer legal procedures are used, resulting in considerably lower legal fees.

"Interestingly 95% of all litigated divorces never reach trial anyway," says Michaels. "They are settled, but only after years of financial and emotional costs. Since many of these divorce settlements are not mutually satisfying, approximately 50% of all divorces wind up back in court — costing more pain and more money. Mediation is specifically geared to avoid such consequences."

A graduate of Immaculata College and the Rutgers Law School-Newark, Michaels was admitted to the bar in 1984 and became intrigued by family law while clerking for a Monmouth County presiding family court judge. The mother of three grown children, Michaels is convinced that in many cases mediation is defi-

Continued on following page

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Many of the area's prominent companies support the efforts of the Institute for Nursing, a charitable foundation started by the State Nurses Association.

Continued from preceding page

nitely the better alternative, enhancing the likelihood of both parties reaching a satisfying and lasting agreement. "Through mediation," she says, "individuals can realize they are not passive victims of circumstance, but rather active participants in the reshaping of their lives."

Marcia M. Michaels, Esq., 812 State Road, Princeton, 609-921-0065. Email: mmichaels@worldnet.att.net. In addition to being an accredited member of NJAPM, Marcia M. Michaels is a member of the Academy of Family Mediators (AFM), the Society of Professionals in Dispute Resolution (SPIDR), Family and Divorce Mediation Council of Greater New York, the American Bar Association Section of Dispute Resolution, the Alternate Dispute Resolution Section of the New Jersey Bar Association and the Mercer County and Princeton Bar Associations.

The Institute for Nursing, of the New Jersey State Nurses Association

Founded in 1901, the New Jersey State Nurses Association (NJSNA), representing the interest of the state's 110,000 registered nurses, recognized the need for establishing a non-profit, charitable foundation to advance nursing and nurses; thus, twenty years ago The Institute for Nursing was established. As its mission, the Institute advances the profession of nursing through initiatives in education, scholarship, and research. Andrea Aughenbaugh. RN and CEO for the Institute notes: "We are proud of the many partnerships we have formed with nurses, the community, corporations, and consumers, especially since the programs, grants, and scholarships have assisted New Jersey's nurses as well as benefited the citizens in New Jersey."

One of the nursing student scholarship recipients, David Egan, now a Registered Nurse, offered some insights into what nurses provided for him and why he chose nursing as a profession. He speaks of his daughter, Tara, who is 12.

"Tara can't walk or talk. Her world is a world of colors, noises and touches." Tara plunged Egan into a world of medicine, hospitals, too many tests, and a myriad of doctors. Says Egan: "Through all these sometimes painful years, there was always one constant that helped cut through all the jumbled and intimidating jargon of the medical world. There was always one constant helping hand by Tara's side. There was always one constant force to remind (everyone) that Tara was a person first and foremost, with feelings and rights. That constant force was, of course, the nurses."

Says Nicole Maglione, Director of Development for the Institute: "That's what the New Jersey State Nurses Association and the Institute are about; our mission is to advance the nursing profession. We accomplish that by providing educational opportunities, scholarship funds, and research grants so that people like David can continue their commitment to their profession and to their patients."

NJSNA-A has had an annual convention for over 96 years, but this March NJSNA has decided to partner with another nursing organization to form the First New Jersey Nursing Convention. "Every year the Institute for Nursing holds a special luncheon during the Convention," says Maglione. "This year's luncheon will focus on nursing research and the Institute for Nursing will award $1000 for a nursing research grant; and we are announcing the availability of a new scholarship, given named in memory of Lily Blerstein thanks to individual donors Mr. and Mrs. Byers through their Beth-El Christian Foundation. We also will acknowledge the nursing student scholarship winners to celebrate their efforts, as well.

When the Institute launched the very first campaign for funding last year, the nurses in New Jersey along with various nursing organizations became supporters and contributors — that list includes most of the staff members at NJSNA and the Institute. When the building needed paint, Nicole Maglione looked for paint contributions, and in one week-

The YWCA Princeton Adult Department and Merrill Lynch invite you to attend:

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9-9:15 am	Registration/Check-In
9:15-9:45 am	Opening Address: "Women, Work and Identity" Presenter: Lisa T. Forrester, President and CEO of The Harmony Schools
10-11 am	Early Morning Workshop
11-11:45 am	Networking Buffet Lunch
12-1 pm	Late Morning Workshop

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Presenters: Joanne Gere Rein, Special Weapons and Tactics, U.S. 1 Newspaper
Donna Wilson, Corporate Services Representative, Thomas Edison State College
2) **Financing Your Future: Making the Most of the New Tax Law**
Presenters: Judy Carnisa and Marianna Goldenberg, Financial Consultants, Merrill Lynch
3) **When Being at Home is Work: Making Family Life Better**
Presenter: Robin Fein, LCSW, Psychotherapist
4) **Creating the Work You Love: A Self-Discovery Approach**
Presenter: Mindi Turin, PhD, Licensed Psychologist
5) **Getting Started: Effective Career Building Strategies**
Presenter. Ozana Castellano, Business Professor/Professional Resume Writer

YWCA

Pre-registration is required by January 30. No registration will be taken at the door.

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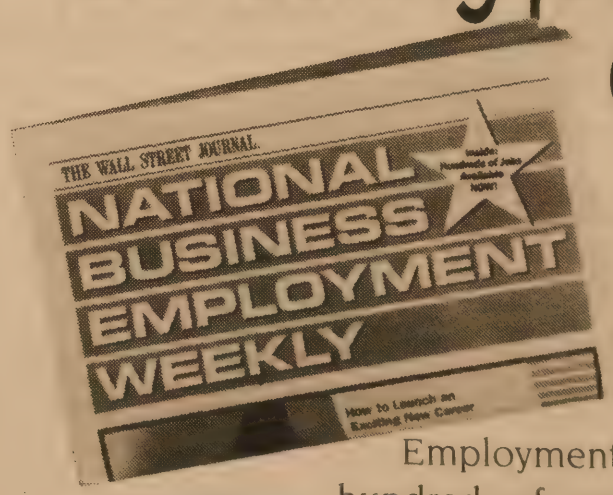

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PInG notes that Internet technologies present a dynamic, not fixed, approach that allows for continuous changes to the content and strategy.

end, staff and voltunteers painted the whole facility. Nurses in Mercer, Hunterdon, Middlesex and Somerset Counties donated the carpeting, and so it goes.

Many of the area's prominent companies support the efforts of the Institute. One of the Institutes' greatest contributors for the past eleven years has been Hoffman-LaRoche, which supports the Institute by granting monies every year for scholarships and Continuing Education programs. Recently CoreStates Bank donation provided Trenton Central High School students with a nursing career work-shop. Two students in the program were also selected to intern at the Institute, beginning next month, and the CoreStates donation helped to provide for a computer which the interns can use.

Thanks to a donation from the Asset Management Division of Merrill Lynch, five used and fully-equipped computers were offered to the Institute, since the company was updating their own systems. Generous sponsors and donors include Lifescan (a Johnson & Johnson subsidiary), 3M Pharmaceutical, Eli Lilly, Parke-Davis, Bristol Myers Squibb, Merck, Pfizer, Bayer, and other corporations have also made commitments to the Institute.

Support is always needed and the Institute for Nursing encourages more donations. Pledges and gifts can assist duration, scholarship and research programs and sponsorships will help to cover needs for the building fund, equipment, repairs, archives, and the list continues.

The New Jersey State Nurses Association's Institute for Nursing, 1479 Pennington Road, Trenton. 609-883-5335. Fax: 609-883-5343. Web Site: http:www.-njsa.org

Princeton Internet Group

When you look back at where the Internet was just three years ago and where it is today, you can understand why Princeton Internet Group (PInG) has grown so dramatically for such a young company. But it isn't simply that the company rode the wave of a trend, but rather set its sights on providing a service that delivered a return on investment for its clients. To do that, the company sold clients on the methodology, not the mystique, of the Internet.

"In nearly three years, the Internet has grown from a phenomenon to a philosophy," says Bob Lane, Principal. "Three years ago, businesses hesitated to follow this trend. They questioned its worth. In the long run, Internet technologies proved their mettle."

Every day the Internet and related technologies are becoming more mainstream as a method of communication. You can see it in every product or service promotion as Web addresses are now a part of contact information. Says Lane: "The Internet has fast become not just part of our personal culture, but part of our professional world. The technology was rapidly accepted. Why? Because the benefits can be dramatic...if you do it the right way."

Doing things the right way means more than just jumping on the bandwagon. It means taking advantage of the intrinsic capabilities of this technology to provide instant information with a global reach for less cost and easier distribution than traditional media forms. Unless the approach is strategically sound, a Web site cannot and will not provide the dramatic benefits it is capable of delivering.

PInG has carved its niche by focusing on a relationship of strategy and technology to ensure that benefits can be gained. Such programs do not run on automatic pilot. It takes a strategic approach that focuses on the business objectives of the client and how the technology can meet those objectives on an on-going basis. For marketing purposes, for instance, Internet technologies present a dynamic approach, not fixed approach, that allows for continuous changes to the content and strategy in order to reflect changes in market and meet those market demands. With a business process application, such as intranet or extranet, however, the focus is not on demographics but on the unique characteristics of an organization and what goals can be reached with this vehicle.

PinG's success is as dramatic as the success of Internet technologies. To main-

Continued on following page

Constellation Systems Inc.

Though it opened its doors just last March, Constellation Systems Inc. has had sales revenues that have gone off the board. In just 10 months, Constellation has cleared over $5 million in sales. Company president and CEO Ranvir Sinha is confident that the sales trend will continue.

Constellation Systems Inc. specializes in state-of-the-art technologies, such as client-server, object-oriented, CASE, graphical user interfaces, database management systems, distributed computing, and telecommunication, as well as custom software development, tailored business applications, systems integration, and maintenance for high-tech Fortune 1000 companies.

In such a short period of time, Constellation has become the vendor of choice for 19 Fortune 50s. That's nearly half of the world's highest ranking corporations. Clients like AIG Insurance, Merrill Lynch, World Bank, Quantum Corporation, Cisco Systems, Nabisco Foods, and Goldman Sachs have found that Constellation is distinguished from its competition by its quality of service. Says Sinha: "That quality begins with careful recruiting, is demonstrated during in-house training, and is implemented from the moment we take on a client to the moment we satisfy their needs."

Adds Sinha: "A corporation only turns to an outside agent if they can do it better. Doing it better entails understanding the corporation — its problems, its needs, from budget to deadline, as if it were your own employer."

Sinha notes that anyone can offer the same products and services. "What's much more important is how you serve the client," says Sinha. That is what he believes distinguishes Constellation from any competition.

The staff of Constellation Systems all take great pride in working closely with customers to understand their requirements and strategic business goals and how current and new technology fits into that environment. "Success requires a delicate balance of knowledge, ability, and commitment to the client," Sinha adds. For Constellation, that commitment to the client is exemplified by its focus on client goals — a cost-effective, quality project delivered on time. It has turned corporations into clients for Internet services ranging from routers to web design, from implementation to migration. It is also what has made Constellation grow to include offices in San Jose, California, Princeton, and Bombay. European offices pending.

Constellation is an Oracle Alliance Partner and has a Development Center equipped with the latest software and skilled systems engineers to implement and customize customers' requirements for Oracle financial applications.

Constellation Systems, Inc., 211 College Road East, Princeton, 609-734-0555. Fax: 609-734-0550. Web site: http://www.constellations.com

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RSVP: 609-683-8667. Pre-registration is required. Seating is limited. There will be a question and answer period.

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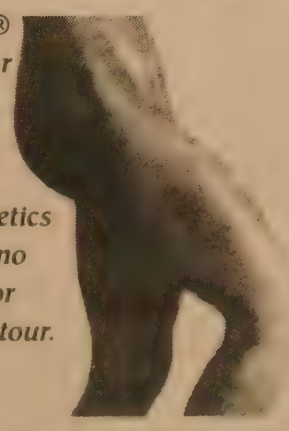

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Digital phones offer caller identification, greater call privacy, less interference, as well as voicemail and extended battery life, says Brown of Princeton Cellular; In a tight market, Stephen M. Segal Inc. is marketing two substantial spaces: 120,000 feet at 1001 Spruce Street and the Mettler complex in East Windsor.

Continued from preceding page

tain the most competitive edge in order to best serve its clients, the firm continuously evaluates the technology and the methodologies that best serve its clients.

"At PInG the focus has always been on making technology work for the client, not the other way around. Whether the goal is to generate marketing leads, develop processes, or meet business objectives, the focus must be on understanding the problem and providing the appropriate solution in order ensure the client a return on investment. There are many ways to do that, it simply depends on a client's individual needs."

PInG helps its clients identify the ever-increasing opportunities for using information technology to streamline and enhance their businesses. In addition to developing next generation Internet applications, the firm provides strategic Internet services, PInG offers customized web, database, and Intranet/Extranet applications, network consulting and multimedia design.

Princeton Internet Group, 13 Roszel Road, Princeton, 609-452-1667. Fax: 609-452-0063. Web site: http://www.PInGsite.com

Princeton Cellular and Paging

The newest wave in cellular phones is digital phones and Princeton Cellular and Paging, the largest cell phone and pager dealer in Mercer County, has them. "Digital phones offer expanded features, from caller identification to greater call privacy and less interference, as well as voicemail and extended battery life," says Debbie Brown, vice president. "They're ideal for heavy users who know that they need to rely on being connected no matter what."

But for many, traditional analog cellular phones meet their needs. Brown comments, "It just takes one emergency, one situation where you would have been better off having a cellular phone but didn't, to convince most people to purchase one. And once people have them, they never want to be without one. Cellular phones provide a sense of safety and security and keep people connected when they most need to be, whether for personal, professional, or emergency needs." Adds Brown: "Everybody has them these days because everybody can use them."

Princeton Cellular and Paging is currently offering a free Nokia cellular phone or a Free Motorala TeleTAC 250 with 40 minutes free each month in the New York/New Jersey are for only $14.99 with no activation fee. In addition, customers will receive free off-peak airtime for the first year. This promotional package comes with free call forwarding, call waiting, and programming. Should customers ever have trouble with their telephones, they will receive a free loaner phone during the service period. Princeton Cellular and Paging is also offering a pager promotion of $99 for an entire year of service and a Motorola Pager.

Brown and her husband and company president, Mitch, founded Princeton Cellular and Paging 10 years ago. Says Brown: "It was all a matter of following the technology." Mitch started a car detailing company, Princeton Kar Kare. As part of that company's service, they installed car phones. As that technology progressed and the market need grew, the service expanded into a new business, Princeton Cellular and Paging. Today, the company has grown to two locations, one in Princeton Junction, another in East Windsor just this past May, and there are plans to expand further in Mercer County by the end of the year.

The Browns attribute that growth not just to growing demand, but to how they do business. "A lot of companies sell cellular phones, but too few focus on meeting customer needs. We pay close attention to those needs and the changing market," comments Mitch. Recently, the Browns attended the industry's largest conference, the Las Vegas Consumer Electronic Show, to monitor the change in technology and evaluate how it can meet customer needs.

Princeton Cellular and Paging is a COMCAST Cellular One and Comcast Metrophone Master Agent, providing calling service nationwide.

Princeton Cellular and Paging, 43 Princeton-Hightstown Road, Princeton Junction, 609-799-9393 and 375 Route 130, Suite 5, East Windsor, 609-443-9393.

Stephen M. Segal Inc.

Stephen M. Segal, President of Stephen M. Segal Inc., a full-service real estate brokerage and consulting firm specializing in corporate, commercial and investment properties, reports that the firm has been selected by Levin Management Inc. to market 120,000 square feet of office space located at 1001 Spruce Office Center, 1001 Spruce Street in Ewing Township.

According to Segal, the office space at 1001 Spruce is one of the largest blocks of contiguous office space available in the area. 50,000 square feet of office space is available on the first floor and 70,000 feet is available on the second floor. The space features a fully transformed interior. A corporate style lobby includes a private elevator for access to the second floor space. It is strategically located with close proximity to Routes 1 and 206, I-295 and I-95, and adjoins the Capital Plaza Shopping Center.

Segal also reports that the firm has been retained by Mettler-Toledo International to market its 49,500 square-foot office/warehouse complex on Route 571 in East Windsor. Mettler-Toledo International, the world's largest manufacturer of scales and balances, is closing its East Windsor facility in order to consolidate its North American operations. The office/warehouse complex is available for sale and consists of a 38,435 square foot two-story office building and repair center and 11,065 square feet of warehouse space on a 27-acre parcel.

At the corner of Route 571 (Princeton-Hightstown Road) and One Mile Road, the center is located less than 1/2 mile from Route 130, 1 1/2 miles from Exit 8, 6 1/2 miles from Exit 8A, and 6 3/4 miles from Exit 7A of the New Jersey Turnpike.

Founded in 1968, Stephen M. Segal Inc. provides comprehensive real estate property management, consulting, appraisal and brokerage services. The Lawrenceville-based firm is a corporate member of New America International, a network of over

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Shepard Printing isn't a traditional printer — it's attitude is can do, not can't; Slide Design's clients are among the world's leading health care, financial and manufacturing companies — 'excellence is not an act, but a habit.'

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Stephen M. Segal Inc., Brunswick Pike, Lawrenceville. 609-882-3737. Fax: 609-882-4414.

Shepard Printing Corporation

When a traditional printer tells you it can't be done, when they say they don't know how, or you just can't seem to get your project off the ground, we'll prove to you that it can be done, it isn't impossible, and that it can fly." So says Frank Casale, president of Shepard Printing.

Shepard Printing isn't your traditional printer, in fact, there's nothing traditional about what they do or how they do it. One of the corporation's regular projects is printing tourist maps for 14 Carribean Islands. "We didn't get the job because of our ability to print," says Casale. "We got it because of our ability to manage the account." Managing this unique account presents challenges that other competitors would find daunting. "It's not as simple as getting the maps on the islands. It requires getting through Customs and distributing the maps in a timely manner in spite of the numerous obstacles," says Casale. Getting a quality print job off press, timing it with sailing schedules, getting the maps to the shipping docks, and distributing them onto individual boats going to each of the islands, requires a hands-on approach to project management, not just to the printing project.

As a graphic arts consultant and printing contractor, Shepard Printing Corporation provides extensive web offset, gravure, and sheetfed services along with a full range of print-related services. From sophisticated electronic prepress and desktop publishing, to advanced ink-jet imaging and targeted selective binding, list, and international mailing and shipping distribution services, Shepard also provides CD-ROM production and replication. The company's continuing leadership in digital-based graphics has positioned it to serve its customers and compete in the burgeoning digital information marketplace. Telecommunications and direct response companies, advertising and promotion agencies, and other industries turn to Shepard for reliable, prompt, and creative service when the only word competitors offer is "no."

Shepard offers a diverse range of end-result products, from plastic phone cards to direct mail packages, using the broadest range of specialty services available, including fragrance application, scratch off, complicated die-cutting, and 3-D printing. Using an international network of printers, paper sources, and related services, Shepard Printing Corporation provides services to your specifications and results that exceed expectations.

Shepard Printing Corporation, 5-C South Gold Drive, South Gold Industrial Park, Hamilton, 609-631-8585. Fax: 609-631-8944.

Slide Design and Production

It has been nearly ten years since Richard Van Fleet recognized a need for establishing a graphics house in central New Jersey. "The market niche was there," says Van Fleet, president and owner of Slide Design and Production Inc. of Pennington. "Some of the world's leading corporations had established themselves in New Jersey through the early 1980s. I knew about digital imaging and decided I would offer presentation services on the level these companies needed them. Digital imaging has been popular for about ten years. It's only been in existence for a few more years than that, at the most fifteen. Other companies can say they've been doing it longer, but that wouldn't be true."

The reason for this recent growth is clearly the quality of work that Van Fleet's company produces and the style in which it is delivered. Slide Design's clients are among the world's leading health care, financial and manufacturing companies. Van Fleet specializes in handling their corporate presentations, domestic and international. "We don't lose customers. We have the same customers that we had ten years ago. Word gets around," Van Fleet smiles.

"I like what we do. We help our customers with what they need to get the job done right. We communicate every step of the way. It means a great deal to me that my clients know, year after year, the same voices will answer the phone, trouble shoot any problems and the job will be exactly what they wanted and done on time. They know their corporate image is safe with us. I take their position very seriously. They're real life humans getting up on real stages. My challenge is to make that easy for them. What I like the most is the full orchestration of the production of a corporate presentation. It doesn't matter whether it's the simplicity of digitally imaging slides, creating a screen show or providing an animated CD-ROM. For me it's about giving 110% and making the deadline. After that, knowing my client will be satisfied every time is all the inspiration I need to keep going."

"Any photo lab can go out and buy a digital camera. It doesn't make them presentation experts. Slide Design specializes in Corporate Presentations. We know what a digital file should look like. Communication is opened from the first contact with each client to troubleshoot any potential problem," says Van Fleet. He has earned the right to make that statement. In the last 18 months, Van Fleet has moved to larger quarters, doubled his staff and expanded his original equipment to include 12 work stations, a Canon Fiery, Tektronix and a Kodak dye-sub printer, along with a large poster printer, scanning capability and a high speed, high resolution 35mm digital camera.

Van Fleet quotes Aristotle: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." Slide Design and Production works toward that goal, all day, every day, and into the night.

Slide Design and Production, 44 South Main Street, Pennington, 609-737-1123. Fax: 609-737-6345.

The Heart Hospital at St. Francis

On January 6 St. Francis Medical Center in Trenton announced its new cardiac surgery program. The Heart Hospital is the first new heart surgery program in the state in years and is the first and only one in Mercer County.

As a top-ranked community-based medical center, St. Francis now offers world-class cardiac surgery on the local level. The days of traveling across the country for the best in heart surgery are long gone. St. Francis has as-

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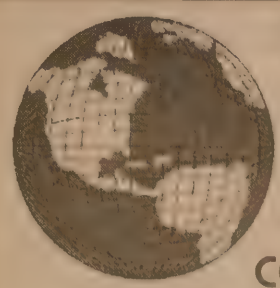

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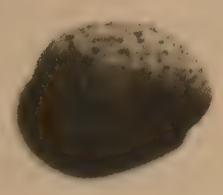

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St. Francis's Dr. Laub was ranked 1 in a coronary bypass surgery report — having completed over 3,000 cardiac operations, he has the lowest mortality rate. Tan Check provides placement for IT professionals — last year it tripled; Sales at Taylor Photo have increased more than 25% four years in a row.

sembled a team of experienced heart surgeons and medical staff who have a proven track record in heart surgery. Glenn Laub, M.D. has been named Director of the Cardio-Thoracic Surgery Program. Recently the State of New Jersey released the Coronary Bypass Surgery 1994-'95 Technical Report Card on Heart Surgeons. Of the 48 cardiac surgeons in the state, Dr. Laub was rated number one.

Dr. Laub comes to St. Francis from Deborah Heart Lung Center in Browns Mills. Having completed over 3,000 cardiac operations, he has the lowest operative mortality rate of surgeons in the state. Dr. Laub is also recognized as a pioneer of minimally invasive heart surgery. Rather than creating a foot-long incision for a coronary bypass, Dr. Laub has established how to perform the bypass operation through a three-inch incision.

This innovative approach has resulted in less trauma and a faster recovery for his patients, with many being released the following day. In addition Dr. Laub is heralded with pioneering minimally invasive vein harvesting (often required during a heart bypass). Previously the surgery required a one to two foot incision in the patient's leg, often proving to be cosmetically and physically problematic. Dr. Laub's new technique requires only a one or two one-inch incision where a video scope is used to harvest the vein.

"With all credentials aside, what a patient cares about is experience and technical ability," says Dr. Laub, who adds that medical accomplishments are made by a team, not individuals. That team is represented by the medical staff and the hospital itself. Unique to this program, St. Francis hired a staff of surgeons, nurses, and anesthesiologist who had all worked together before, providing a sense of unity and confidence — all in the patients' interest.

With a newly-built operating room, a new intensive care unit and cardiac catheterization suite, and the addition of a staff of 20 for the department, St. Francis invested heavily in The Heart Hospital, but, notes Dr. Laub, "that investment is truly in the community." Not only did St. Francis make a commitment to the community to provide the finest care available in the state, it also made a commitment to those who need the services. Medical staff and Administration have mutually agreed to provide the care to those who need it, regardless of financial issues.

Says Dr. Laub: "We weren't going to let financial status infringe on need. We have made a promise to not limit services in any way." It's something the staff at St. Francis feel strongly about, and something that the community can have confidence in.

The Heart Hospital at St. Francis Medical Center, 601 Hamilton Avenue, Trenton, 609-599-5307 or 888-655-SFMC. Fax: 609-599-6351. Http://www.healthytimes.com

Tan Check Inc.

As 1998 began, Year 2000 concerns became that much more real. Information Technology professionals are in demand today more than ever. Tan Check Inc., a search firm specializing in technical professionals, knows that fulfilling Information Technology needs requires more than a database of professionals. Tan Check provides consulting services and candidate placement, ranging from programming to executive management positions.

"When a job is brought to us, we don't respond with 15 resumes and let the client choose blindly," says owner and founder Dennis Tanchak. "We present the most qualified candidates who can not only fill the position, but also do the job well. That's why our candidates get placed and our placements get hired."

That's also why Tan Check is a vendor for many Fortune 100 firms. "Quality people do quality work, quality work delivers quality results," says Tanchak.

Tan Check draws the attention of the candidates, not just the corporations. "If you want quality people, you have to give them a reason to come to you." Tan Check offers its consultants the lion's share of the client's fee. Many competitors take 30 to 50% of the fee, but by being upfront about rate information and paying our consultants what they are worth, they feel appreciated and respected. Says Tanchak: "That appreciation and respect result in increased longevity, greater commitment and loyalty, to us and to our clients."

One can see the difference this makes not just in terms of the relationship with the candidates, but also in terms of the relationship between Tan Check and its clients. It also results in less personnel turnover within the infrastructure of Tan Check itself, allowing clients to develop a true relationship with the company and its representatives. That relationship defines the company's success and growth. Last year, Tan Check tripled in size to better serve its clients. "The emphasis," notes Tanchak, "is on service. We're only here to meet our clients needs. Our growth simply means we do that successfully."

Tanchak founded the agency just five years ago. Sales last year exceeded $6 million. "Our sales numbers speaks volumes, not about what we do, but about how we do it," says Tanchak.

Tan Check Inc., 215 Commons Way, Princeton, 609-924-0444. Fax: 609-924-5959. Http://www.tcci.com

Taylor Photo

Taylor Photo of Princeton is looking forward to another robust year. For Taylor Photo, 1997 represented the fourth year in a row where sales increased more than 25% from the previous year — the kind of success that most businesses strive for but few achieve.

Owner Bill Taylor attributes a large part of that success to Taylor Photo's digital imaging department and the increased demand in the business community for digital services: "Businesses have begun to recognize how digital imaging can meet their needs, whether it's the freelance photographer needing to correct a shot in order to avoid the hassle and expense of a reshoot, or a company learning that digital imaging allows them to add text to images, without going to film as previously required."

Current and new clients have discovered that Taylor Photo is more than just a photography lab and a studio. "The combination of digital services with conventional photography and lab services from a provider they've long trusted gives clients a single, reliable source for their presentation and imaging needs," says Taylor.

Taylor Photo was one of the first companies in the Greater Princeton Area to offer digital imaging services. It was a jump into a new arena from the original company concept, but Taylor recognized that the services complemented each other and gave clients a presentation advantage. He trusted the demand would quickly grow. And it did.

From small businesses to Fortune 500 companies, businesses turn to Taylor Photo for the talent and quality products that Taylor and his staff have been delivering for the past 15 years. Taylor Photo offers studio, lab, traditional photography and digital imaging services to a variety of businesses in the Greater Princeton Area.

Taylor Photo has added a large format film recorder that allows them to create a negative or a transparency from a digital file, ideal for producing photographic prints for sales or promotional materials. In 1997 Taylor Photo also began working with clients on web graphics preparation and design. Using a drum scanner, they are able to offer clients the sharpest, clearest image possible. Taylor Photo recently went online with its own Web site. Visit them online to see what every department at Taylor Photo does or to view samples from their portfolio.

Taylor Photo, 743 Alexander Road, Princeton, 609-452-9444. Fax: 609-452-9517.

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Continued from page 28

T2 Restaurants, 15 Main Street, Box 446, Princeton 08542-0446; franchisor for Pizza Colore. Founded 1982. Carlo Momo, principal. Staff size: 4. **Reported in U.S. 1, August 13.**
609-924-4009 *609-924-4074*

Foreign Trade

Crosstown Moves

Scheel Corp., Box 567, Cranbury 08512-0567; importer, exporter, supplier of industrial waxes. Thomas K. Carini, president. Staff size: 6. **Reported in U.S. 1, November 19.**
609-395-1100 *609-395-5525*

Expansions

NewTek Corp., 743 Alexander Road, University Park Plaza, Princeton 08540; export and sales of electronic security products, with one office in Hong Kong and four offices in China. Founded 1997. Jeffrey Liu, president. Staff size: 4. **Reported in U.S. 1, February 26.**
609-734-0888 *609-734-0858*
newtek@aosi.com

New in Town

Buckton Scott USA Inc., 330 North Harrison Street, Suite 1-A, Princeton 08540; import and export pharmaceutical, nutritional supplements, food chemicals, and pharmaceutical intermediates. Founded 1952. Peter Filipiak, executive vice president. Staff size: 2. **Reported in U.S. 1, June 18.**
609-279-9609 *609-279-1909*
http://www.buckton.com

CPT International Inc., 1095 Cranbury-South River Road, Suite 12, Jamesburg 08831-9725; exporters of food to the middle east branch from the U.K. — canned and dry food. Founded 1997. Walid El-omeri, manager. Staff size: 5. **Reported in U.S. 1, November 19.**
609-409-0410 *609-409-0412*

Healthcare

Crosstown Moves

Delcrest Medical Supplies, 2670 Nottingham Way, Hamilton 08619; sales, services, repairs, and rental of medical products. Founded 1960. David Gordon, partner. Staff size: 9. **Reported in U.S. 1, March 12.**
609-586-1679 *609-586-1758*

Expansions

MRSI, 3525 Quakerbridge Road, Ibis Plaza, Hamilton 08619; McPhaden Rehabilitation Services Incorporated, rehabilitation case management. Michael Creghan, owner. Staff size: 50 **Reported in U.S. 1, January 29.**
609-631-8411 *609-631-8656*

Medical Billing Associates, 177 Franklin Corner Road, Suite 2-B, Lawrenceville 08648. Founded 1992. Sharon Hedden, owner. Staff size: 6. **Reported in U.S. 1, February 5.**
609-219-9494 *609-219-9595*

Princeton Management Services, 3626 Route 1 North, Princeton 08540; services to doctors' offices such as billing, office management, and consulting. Founded 1995. Carl O'Brien, executive director. Staff size: 20. **Reported in U.S. 1, May 14.**
609-243-0445 *609-452-7577*

St. Francis Medical Center, 601 Hamilton Avenue, Trenton 08629-1986; 436 beds, nuclear/radiological diagnosis and therapy, cancer care associated with Fox Chase, women's health care program, cardiac care, neuromuscular program, regional neuromuscular program, programs for seniors. Founded 1874. Judith M. Persichilli, president and CEO. Staff size: 1,000. **Reported in U.S. 1, August 27.**
609-599-5000 *609-599-6251*

Management Moves

Arcadia Nursing and Rehabilitation Center, 1501 Route 33, Hamilton Square 08690; specializing in short term rehabilitative therapy, 120-bed private skilled nursing home with Alzheimer's care, formerly King James Nursing. Lori Gabriel, administrator. Staff size: 120. **Reported in U.S. 1, September 24.**
609-586-1114 *609-890-8144*

Capital Health System at Fuld, 750 Brunswick Avenue, Trenton 08638; 353-bed acute care teaching hospital, serving Trenton and surrounding areas, services in mental health, emergency services, infectious disease, dialysis, and obstetrics. Founded 1887. Al Maghazehe PhD CHE, CEO. Staff size: 1,300. **Reported in U.S. 1, February 19.**
609-394-6000 *609-695-8865*
pr@helenefuld.org
http://www.helenefuld.org

Presbyterian Homes and Services Inc., 13 Roszel Road, Building C-120, Box 2184, Princeton 08543-6602; not for profit provider of retirement, housing, and health care options for older adults, with 20 operating communities. Founded 1916. Gary T. Puma, president. Staff size: 50. **Reported in U.S. 1, December 3.**
609-987-8900 *609-987-0543*

New in Town

Deer Park Nursing and Rehabilitation Center, 2 Deer Park Drive, Monmouth Junction 08852; 96-bed skilled nursing facility with comprehensive and progressive rehabilitation therapy and amenities-enhanced nursing care. Founded 1997. Liana Reynolds, administrator. Staff size: 100. **Reported in U.S. 1, January 22.**
732-274-1122 *732-274-1991*
http://www.themulticare.com

KiLy Healthcare, 2 South Main Street, Suite 188, Pennington 08534; medical consulting with office in Waldwick. Kimberly Hutman RN, partner. Staff size: 2. **Reported in U.S. 1, June 4.**
609-730-4111 *609-730-4141*
KiLy3@aol.com

Portamedic, 2525 Route 130, Building D, Box 609, Cranbury 08512; medical examinations for insurance companies, division of Hooper Holmes Inc. in Basking Ridge, HHI on American Stock Exchange. Founded 1899. Linda Rushing, branch manager. Staff size: 11. **Reported in U.S. 1, March 5.**
609-409-0600 *609-409-0729*

The Windrows at Princeton Forrestal, 110 Stanhope Street, Princeton Forrestal Village, Princeton 08540; marketing office for full-service retirement community managed by Care Matrix Corp. of Needham, Massachusetts. Steven J. Cohen, executive director. **Reported in U.S. 1, July 9.**
609-514-0001 *609-514-0005*

Information Services

Start-Up

Insearch Information and Research Services, 14 Cartwright Drive West, Princeton Junction 08550; information brokers — general business, especially insurance, healthcare, market research/advertising, pharmaceuticals, and patents. Founded 1997. Melissa Pankove, president. Staff size: 1. **Reported in U.S. 1, June 13.**
609-799-8230 *609-716-0662*
insearch@worldnet.att.net

Lodging

Expansions

Princeton Marriott, 201 Village Boulevard, Princeton Forrestal Village, Princeton 08540; hotel with 494 rooms. Founded 1988. Adly Kitmitto, general manager. Staff size: 250. **Reported in U.S. 1, October 1.**
609-452-7900 *609-452-0927*

New in Town

AmeriSuites Princeton/Carnegie Center West, 3565 Route 1, Princeton 08540; five-story hotel with 124 suites, indoor pool, and a business center, a Prime Hospitality product. Edward Reagoso, general manager. **Reported in U.S. 1, October 29.**
609-720-0200 *609-720-0201*

Holiday Hospitality, 104 Carnegie Center, Suite 218, Princeton 08540; key account sales for the Americas. Tim Hamid, vice president. Staff size: 2. **Reported in U.S. 1, September 10.**
609-987-1119 *609-987-1177*

Management Moves

ETS Chauncey Conference Center, Rosedale Road, Box 6652, Princeton 08541-6652; conference center with capacity for 200 guests, available to the public for educational and research-related conferences. Founded 1973. Jonathan Cheifetz, general manager. Staff size: 55. **Reported in U.S. 1, July 2.**
609-921-3600 *609-683-4958*
chauncey@pluto.njcc.com
http://www.chauncey meetings.com

Law

Crosstown Moves

Walter R. Bliss Jr., 344 Wall Street, Princeton 08540-1031. Staff size: 5. **Reported in U.S. 1, November 12.**
609-683-9220

Hugh J. Breyer, Attorney at Law, 2500 Brunswick Pike, Suite 201, Lawrenceville 08648; focus on bankruptcy and social security disability. Staff size: 2. **Reported in U.S. 1, May 21.**
609-882-3900 *609-882-0846*

Julia Bowers Coale, 504 Carnegie Center, Princeton 08540; focus on residential and commercial real estate transactions, financing and development, also zoning and planning.

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Continued from preceding page

Founded 1996. sole practitioner. Staff size: 1. **Reported in U.S. 1, September 10.**
609-951-6888 *609-951-6892*

Thomas V. Cullen, Attorney at Law, 344 Nassau Street, Princeton 08540; residential real estate law. Founded 1990. **Reported in U.S. 1, November 12.**
609-799-0991 *609-497-6488*
tvcatt@aol.com

Michael J. Feehan, 222 College Road East, Princeton 08540; real estate, banking, and condominium law. Founded 1993. Staff size: 2. **Reported in U.S. 1, May 21.**
609-514-1313 *609-514-0883*

Edward S. Kahn, 140 Franklin Corner Road, Box 6458, Lawrenceville 08648-6458; general practice specializing in personal injury, estate planning, real estate; two attorneys. Founded 1987. Edward Kahn. Staff size: 9. **Reported in U.S. 1, September 3.**
609-895-1190 *609-895-0608*

Miller & Mitchell PC, 264 Wall Street, Princeton 08540; corporate, technology, intellectual property, international and entertainment practice. Founded 1996. Cathryn A. Mitchell, Esq., shareholder. Staff size: 4. **Reported in U.S. 1, January 15.**
609-921-3322 *609-921-0459*
mmlaw@princeton.twired.com

Stuart Surick Esq., 2662 Nottingham Way, Mercerville 08619; Founded 1978. Staff size: 2. **Reported in U.S. 1, September 10.**
609-890-3993 *609-890-8464*

Expansions

Roger Bentley, Attorney, 375 Route 130, Suite 1, East Windsor 08520. **Reported in U.S. 1, April 23.**
609-448-1819 *609-448-1981*

Hill Wallack, 202 Carnegie Center, Second Floor, Princeton 08543-5226; counsel to business and individuals with emphasis on insurance defense, real estate, land use, corporate, worker's compensation, employment and labor law, construction industry law, professional liability; 53 attorneys. Founded 1978. Robert W. Bacso Jr. Esq., managing partner. Staff size: 117. **Reported in U.S. 1, June 18.**
609-924-0808 *609-452-1888*
rwb@hw.mhs.compuserve.com
http://www.hillwallach.com

Law Offices of Carl M. Ippolito, 1 Pennington Washington Crossing Road, Suite 12, Pennington 08534; general practice, also at 1060 South Clinton Avenue; 2 attorneys. Founded 1989. Carl M. Ippolito. Staff size: 5. **Reported in U.S. 1, December 17.**
609-818-1222 *609-818-1170*

Management Moves

Courter, Kobert, Lauer & Cohen, 103 Carnegie Center, Suite 211, Princeton 08540; focus on corporate, commercial, healthcare, and banking law. Founded 1992. Christine V. Bator. Staff size: 4. **Reported in U.S. 1, October 29.**
609-520-0505 *609-520-0883*

New in Town

Dean Anglin PA, 1005 Eastpark Boulevard, Cranbury 08512; personal injury. Founded 1980. Dean Anglin, attorney at law. Staff size: 6. **Reported in U.S. 1, May 21.**
609-409-0444 *609-409-0449*

Marna L. Brown Esq., 525 Milltown Road, Retro Plaza 1, Suite 107, North Brunswick 08902; real estate law, also commercial litigation and estate planning, both in New York and New Jersey. Founded 1997. **Reported in U.S. 1, November 12.**
732-249-4491 *732-249-5053*

Grossman, Kruttschnitt, Lazarus, Heavy & Jacob, 3100 Princeton Pike, Lawrenceville 08648; satellite office for Brick-based law firm, general practice with speciality in medical malpractice. Founded 1985. Richard A. Grossman, managing partner. **Reported in U.S. 1, September 3.**
609-844-1244 *732-206-0205*

Marcia M. Michaels Esq., 812 State Road, Suite 106, Princeton 08540; focus on divorce mediation. **Reported in U.S. 1, November 12.**
609-921-0065 *609-921-0062*

Start-Ups

Law Offices of Patricia McGlone, 340 Scotch Road, West Trenton 08628. Founded 1997. Patricia McGlone. Staff size: 3. **Reported in U.S. 1, September 10.**
609-883-7722 *609-883-7515*

Law Office of Donald Warren, 229 Nassau Street, Princeton 08542; full service law firm. Founded 1996. **Reported in U.S. 1, November 12.**
609-279-9696 *609-279-9709*
donwarren@worldnet.att.net

Woodbridge & Associates PC, 15 Chambers Street, Box 592, Princeton 08542-0592; emphasis on patents, trademarks, copyrights, licenses, author-publisher agreements, property and technology law, and litigation. Founded 1997. Richard Woodbridge. Staff size: 8. **Reported in U.S. 1, February 26.**
609-924-3773 *609-924-1811*

Zuckerman & Fisher LLC, 993 Lenox Drive, Building 2, Suite 200, Princeton Pike Corporate Center, Lawrenceville 08648; employment, discrimination, and civil litigation. Founded 1987. George W. Fisher, member. **Reported in U.S. 1, September 10.**
609-844-7555 *609-844-7627*

Management Consultants

Crosstown Moves

Civil Engineering Corporation, 1330 Route 206, Skillman 08558; civil engineering consulting. Hana Kucera, president. **Reported in U.S. 1, March 12.**
609-497-1379 *609-497-1879*

Krog & Partners, 40 Nassau Street, Princeton 08542; management of proprietary policies for large corporations. Founded 1990. Gary Krog, managing partner. **Reported in U.S. 1, July 16.**
609-497-0497 *609-497-0440*

New Solutions Inc., 303 George Street, New Brunswick 08901; healthcare consulting, information services, and application support. Founded 1984. Nancy Erickson, president. Staff size: 12. **Reported in U.S. 1, January 22.**
732-418-3210 *732-418-9140*

NewMarkets, 187 Prospect Avenue, Princeton 08540-5244; management consultant for high tech industries, including companies in voice recognition field, new market analysis and development. Founded 1983. Marvin Preston, owner. Staff size: 1. **Reported in U.S. 1, May 14.**
609-683-0869 *609-683-4706*
mprestoniv@aol.com

PA Consulting Group, 315 A Enterprise Drive, Plainsboro 08536; management and technology consulting — electronics, telecommunications, manufacturing, health care, product and process development, innovation, technology management and strategy. Founded 1943. Tamara Erickson, president, PA North America. Staff size: 60. **Reported in U.S. 1, March 12.**
609-936-8300 *609-936-8811*

Expansions

Blessing/White Inc., 23 Orchard Road, Skillman 08558; headquarters of the consulting firm specializing in personal and corporate growth. Founded 1973. Ed Emde, CEO. Staff size: 45. **Reported in U.S. 1, December 10.**
609-924-2080 *609-924-0639*

Information Paradigms Inc., 101 College Road East, Princeton 08540; management consulting and systems development. Founded 1993. William T. Grimm, president. Staff size: 19. **Reported in U.S. 1, April 2.**
609-514-1000 *609-514-0360*
bgrimm@infoparadigm.com
http://www.infoparadigm.com

The Pacesetter Group Inc., 176-178 Tamarack Circle, Box 848, Princeton 08542-0848; business process improvement consulting. Founded 1983. Michael J. Hierl, president. Staff size: 12. **Reported in U.S. 1, February 12.**
609-683-5225 *609-683-5775*
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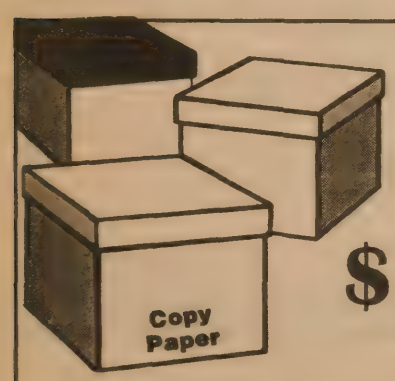

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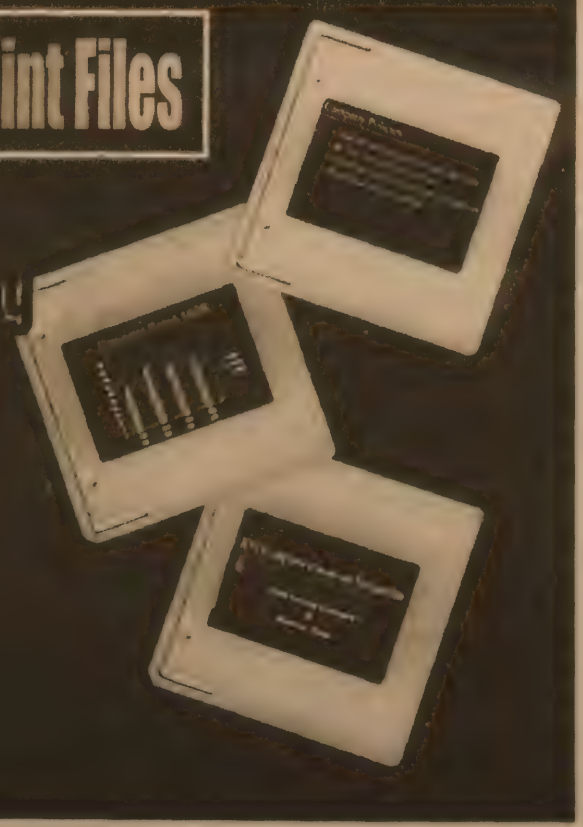

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Peterson Consulting LLC, 993 Lenox Drive, Suite 207, Lawrenceville 08648; litigation and business consulting firm headquartered in Chicago. Founded 1980. William T. Jones, vice president. Staff size: 25. **Reported in U.S. 1, August 27.**
609-219-8700 *609-219-8701*
http://www.pcllc.com

Princeton Learning Systems, 116 Village Boulevard, Princeton Forrestal Village, Princeton 08540; development of financial and securities industry compliance and education systems, Financial Services University. William J. Healy PhD, president. **Reported in U.S. 1, March 12.**
609-734-7447 *609-520-1702*
http://www.fsu.org

Sandler Sales Institute, 600 Alexander Road, Suite 4-C, Princeton 08540; sales and sales management training and development, sales skills assessment and testing, sales seminars. Founded 1995. John S. Punyko, president. Staff size: 3. **Reported in U.S. 1, January 22.**
609-452-2722 *609-452-2007*

White Rose Dry Cleaning Systems, 707 Alexander Road, Princeton 08540; turnkey dry cleaning operations. Founded 1995. Adi Dasika, owner. Staff size: 3. **Reported in U.S. 1, October 1.**
609-419-4418 *609-514-0770*
akisad@aol.com

New in Town

American Humanagement Associates (aha!), 36 South Broad Street, Trenton 08608-2102; Kate Butler. **Reported in U.S. 1, December 3.**
609-989-9890 *609-989-9811*
katebutler@compuserve.com

Pitcher & Crow, 353 Nassau Street, Princeton 08540; personnel consulting. Founded 1991. Kevin Bergin, founder. Staff size: **Reported in U.S. 1, March 5.**
609-497-1967 *609-497-0535*

Start-Ups

G. Bose & Associates Inc., 666 Plainsboro Road, Suite 511, Plainsboro 08536-3002; operations management, assessments, purchasing and inventory control, team development, systems development and control. Founded 1996. Gerald J. Bose, president, CEO. Staff size: 2. **Reported in U.S. 1, January 22.**
609-799-2426 *609-799-2979*
gbose@aol.com

Manufacturing

Crosstown Moves

Goodall Rubber Company, 100 Ludlow Drive, Ewing 08638; distributor of industrial rubber products, owned by Trelleborg AB Sweden. Founded 1870. Joseph J. Mika, president and CEO. Staff size: 20. **Reported in U.S. 1, March 12.**
609-406-9040 *609-406-0324*

Petco Inc., 152 Ridge Road, Dayton 08810; regional office and warehouse for Petco products. Jim Bate, distribution manager. Staff size: 25. **Reported in U.S. 1, October 22.**
732-329-0111 *732-329-2879*

Wathne Ltd., 90 Stults Road, Jamesburg 08831; fine handbags and luggage. Founded 1990. Bobby Tramontano, manager. Staff size: 5. **Reported in U.S. 1, October 29.**
609-655-8222 *609-655-5795*

Expansions

Applied Industrial Technologies, 2001 Eastpark Boulevard, Cranbury 08512; Cleveland-based distributor of such equipment as ball bearings, power transmission equipment, V-belts, and roller chains. Staff size: 12. **Reported in U.S. 1, September 10.**
609-860-2700 *609-860-2620*

Ariel Corporation, 2540 Route 130, Suite 128, Cranbury 08512-3507; engineering, development, and manufacturing of digital signal processors, stock symbol ADSP. Founded 1982. Anthony Agnello, president. Staff size: 65. **Reported in U.S. 1, October 1.**
609-860-2900 *609-860-1155*
ariel@ariel.com
http://www.ariel.com

Church & Dwight Co. Inc., 469 North Harrison Street, CN 5297, Princeton 08543-5297; Arm & Hammer brand consumer and specialty products manufacturer, also at 100 and 101 Thanet Circle, with a total of 400 employees; stock symbol CHD. Founded 1846. Robert A. Davies III, president and CEO. Staff size: 296. **Reported in U.S. 1, July 16.**
609-683-5900 *609-497-7177*

Conair, 185 Milford Road, East Windsor 08520; hair dryers and other consumer appliances, personal care products. Ben Albence, site manager. Staff size: 300. **Reported in U.S. 1, October 1.**
609-426-1300 *609-426-9475*

Guest Supply Inc., 4301 Route 1 South, Monmouth Junction 08852-0920; design, marketing, and manufacturing for hotel amenities and cleaning supplies, stock symbol GSY. Founded 1979. Clifford Stanley, president, CEO. Staff size: 75. **Reported in U.S. 1, January 8.**
609-514-9696 *609-514-2692*

High Power Devices, 100 Jersey Avenue, New Brunswick 08901; manufacture of laser diodes, components for medical purposes and atmospheric monitoring and military applications. Founded 1995. John Riordan, director of technology. Staff size: 6. **Reported in U.S. 1, February 5.**
732-249-2228 *732-249-8139*
hpdi@aol.com

Plasti-Glas Molded Products Inc., 572 Whitehead Road, Trenton 08619; press molding and hand lay-up division, sister company to Pacho at 63 Parker Avenue. Founded 1957. Greg Reading, general manager. Staff size: 30. **Reported in U.S. 1, November 26.**
609-587-1188 *609-587-3463*

Rhein Chemie Corp., 1008 Whitehead Road Extension, Ewing Business Park, Trenton 08638; chemical manufacturer. Founded 1965. Tom O'Neill, president. Staff size: 115. **Reported in U.S. 1, December 10.**
609-771-4122 *609-771-0232*

Tubesales, 103 Carnegie Center Drive, Suite 109, Princeton 08540; corporate purchasing office. Joseph DeVincent, corporate purchasing agent. Staff size: 7. **Reported in U.S. 1, March 5.**
609-520-8900 *609-520-1493W*

Management Moves

Demag Delaval Turbomachinery Corp., 840 Nottingham Way, Trenton 08650-8788; formerly IMO Delaval Turbine. Founded 1995. Colin Pearson, CEO. Staff size: 500. **Reported in U.S. 1, November 26.**
609-890-5000 *609-890-9180*

Princeton Instruments Inc., 3660 Quakerbridge Road, Trenton 08619; manufacture of high-tech electro-optical instrumentation. **Reported in U.S. 1, June 18.**
609-587-9797 *609-587-1970*
http://www.prinst.com

USA Detergents, 1735 Jersey Avenue, North Brunswick 08902; detergent and fabric softener manufacturing, trades as USAD on Nasdaq. Giulio Perillo, president and CEO. **Reported in U.S. 1, August 13.**
732-828-1800 *732-246-7733*

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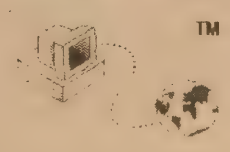

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Continued from preceding page

New in Town

Tech-Mate Incorporated, 3 Nami Lane, Unit 7B, Mercerville 08619; tool and dye shop that builds specialty machinery, engineering and turn-key automation systems. Founded 1994. Harold Hart, partner shop supervisor. Staff size: 4. **Reported in U.S. 1, April 16.**
609-631-8800 *609-631-8388*

Clayton Industries, 10 South River Road, Suite 6, Cranbury 08512; equipment servicing branch for manufacturer of industrial steam generators, based in El Monte, California. Blair Alexander, eastern regional service manager. Staff size: 8. **Reported in U.S. 1, March 5.**
609-409-9400 *609-409-9435*

James International Inc., Princeton Meadows Office Center, Suite 210, Plainsboro 08536. Founded 1972. Eugene C. Gentile, president. Staff size: 5. **Reported in U.S. 1, November 19.**
609-716-6300 *609-716-6315*

Laporte Inc., 22 Chambers Street, Suite 201, Princeton 08542; North American headquarters for specialty chemical company based in England. Michael J. Kenny, president. Staff size: 8. **Reported in U.S. 1, January 22.**
609-430-1199 *609-430-1524*

Volkswagen of America, 1 Commerce Drive, Cranbury 08512; automotive parts depot. Charles W. Albrecht, manager. Staff size: 100. **Reported in U.S. 1, April 9.**
609-860-8800 *609-860-8804*

Start-Ups

ProCOMP Inc., 1085 Cranbury South River Road, Suite 6, Jamesburg 08831; sales of process components to pharmaceuticals, biotechs, and electronic firms. David Zimmerman. **Reported in U.S. 1, December 3.**
609-395-9200 *609-395-1004*

Office Services

Expansions

Champion Packaging Inc., 7B South Gold Drive, Robbinsville 08691; packaging and shipping materials. Founded 1988. Joe Campioni, president. Staff size: 10. **Reported in U.S. 1, November 12.**
609-631-0900 *609-631-9005*

D/J Business Service Inc., 475 Wall Street, Princeton 08540; shared office space and support. Founded 1982. Diane Morrison, owner. Staff size: 7. **Reported in U.S. 1, April 2.**
609-924-0905 *609-683-9633*

DBS Associates, 180 Nassau Street, Princeton 08540; business support services including secretarial services and desktop publishing. Founded 1984. Janice T. Demarest, president. Staff size: 4. **Reported in U.S. 1, April 2.**
609-683-0099 *609-924-1425*

Daily Plan It Executive Center, 707 Alexander Road, Suite 208, Princeton 08540; office space, conference space, copying facilities, and business ID. Founded 1996. Linda M. Fellows, managing director. Staff size: 2. **Reported in U.S. 1, May 7.**
609-514-9494 *609-243-0045*

Office Concierge Inc., 993 Lenox Drive, Building Two, Suite 200, Lawrenceville 08648; shared office space with office support services. Founded 1992. Stephen Sproviero, president. Staff size: 5. **Reported in U.S. 1, May 7.**
609-895-2999 *609-895-2666*

Princeton Remote Encoding Center, 707 Alexander Road, Suite 302, Princeton 08540-0006; bar encoding center that serves postal plants in Trenton, New Brunswick, Long Island, and Eatontown. Founded 1995. Maria Morse, manager. Staff size: 700. **Reported in U.S. 1, March 12.**
609-520-2020

SHM Mailers, 39 Everett Drive, Building D, Box 7696, Princeton 08543-7696; full service direct mail company specializing in bulk mail processing, ink jet addressing, automatic wafer sealing, hand assembly, polybagging, cheshire labeling, folding, inserting, and direct mail processing. Founded 1978. Patti A. Lang, president. Staff size: 65. **Reported in U.S. 1, March 26.**
609-799-1717 *609-799-9613*

Staples, 440 Route 130 South, Windsor-Hights Center, East Windsor 08520. Tom Coyle, general manager. Staff size: 12. **Reported in U.S. 1, December 3.**
609-443-4440 *609-443-5109*

Technology Help Desk & Incubator (SBDC), 100 Jersey Avenue, Suite B-1, New Brunswick 08901; information and resources for managerial, technological, and financial problems, resource network, leased office and laboratory space with free onsite-management assistance, part of New Jersey SMDC of Rutgers Graduate School of Management. Randy Harmon, director. **Reported in U.S. 1, February 5.**
800-432-1832 *732-545-0120*
thdi@andromeda.rutgers.edu
http://www.nj.com/smallbusiness

Start-Ups

Chambers Street Partners, 15 Chambers Street, Princeton 08542; nine suites with copier, fax, conference room, and common areas. Founded 1997. James Oser, partner. **Reported in U.S. 1, April 2.**
609-252-1111 *609-252-1971*

Personnel

Expansions

Corporate Staffing Solutions, 125 Village Boulevard, Suite 330, Princeton 08540; five offices in New England. Founded 1994. Laurie Knafo, branch manager. Staff size: 5. **Reported in U.S. 1, August 27.**
609-452-0287 *609-452-0289*

J&J Staffing Resources, 777 Alexander Road, First Floor, Suite 103, Princeton 08540; employment — clerical office support, light industrial, and technical temporary — temporary and temp to perm. Founded 1972. Terry Coppola, regional manager. Staff size: 8. **Reported in U.S. 1, December 10.**
609-452-2030 *609-520-8285*

Ken Clark International, 5 Independence Way, Second Floor, Princeton 08540; executive searches for healthcare, consumer products, and industrial products industries. Founded 1996. Kenneth Clark, president, CEO. Staff size: 28. **Reported in U.S. 1, November 12.**
609-514-2600 *609-514-2700*
http://www.kclark.com

Lab Support, 103 Carnegie Center, Suite 209, Princeton 08540; temporary employment agency for scientists and technicians. Founded 1985. David Britsch, account manager. Staff size: 2. **Reported in U.S. 1, September 10.**
609-734-0876 *609-734-0878*

Opportunities for All, 3490 Route 1, Princeton 08543; for profit employment placement for the disabled and non-disabled. Founded 1996. Vernon Long, executive director. Staff size: 8. **Reported in U.S. 1, September 3.**
609-452-9753 *609-452-9519*
ofavl@aol.com

New in Town

McCallion Staffing Specialists, 3490 Princeton Service Center, Building 6, Princeton 08540; clerical and scientific temporary and permanent employees, based in Montgomeryville, Pennsylvania. Founded 1979. Amy Arleth-Kocak, manager, scientific division. Staff size: 3. **Reported in U.S. 1, September 10.**
609-720-0090 *609-720-0096*

Yoh Scientific, 5 Independence Way, First Floor, Princeton 08540; specializing in scientific personnel, from bench level scientists to senior research directors. Founded 1940. Allen Jordan, branch manager. **Reported in U.S. 1, August 13.**
609-514-1210 *609-514-1220*
YOHSCI@earthlink.net
http://www.hlyoh.com

Pharmaceutical

Expansions

Accumed Pharmaceutical Inc., 1000 Nottingham Way, Hamilton 08619; start-up manufacturer of generic pharmaceuticals. Founded 1996. Ira Berri, president. **Reported in U.S. 1, April 2.**
609-890-1999 *609-588-0550*

Bristol-Myers Squibb Company, 100 Nassau Park Boulevard, Princeton 08540; shared financial services. Anthony E. Santiago, vice president. Staff size: 550. **Reported in U.S. 1, July 2.**
609-419-5000
http://www.pgr.bms.com

Covance, 210 Carnegie Center, Princeton 08540-6681; corporate headquarters, pharmaceutical research consultants. Founded 1976. Chris Kuebler, chairman and CEO. Staff size: 700. **Reported in U.S. 1, October 29.**
609-452-8550 *609-452-9375*

Hastings Healthcare Group, 112 Titus Mill Road, Building B, Pennington Office Park, Pennington 08534-4399; marketing, strategic planning, and consulting. Founded 1991. John Eichert, president and ceo. Staff size: 49. **Reported in U.S. 1, April 16.**
609-730-0100 *609-730-0330*

Medicia Pharmaceutical Company, Route 130, Monmouth Junction . Joseph Paterno, CEO. **Reported in U.S. 1, April 2.**
908-359-6131

Nycomed Inc., 101 Carnegie Center, Princeton 08540; headquarters of R&D, manufacturing, and marketing firm operating in the western hemisphere, specialty in nonionic diagnostic contrast agents. Daniel L. Peters,

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president. Staff size: 175. **Reported in U.S. 1, July 16.**
609-514-6000 *609-514-6572*

Sabinsa Corp., 1 Deer Park Drive, Suite D, Monmouth Junction 08852; pharmaceutical research and manufacturing of nutritional and chemical items. **Reported in U.S. 1, October 29.**
732-438-1101 *732-438-1105*

Taylor Technology Inc., 107 College Road East, Princeton 08540; analytical laboratory offering bioanalytic mass spectroscopy services for pharmaceutical and biotech firms. Founded 1991. Paul Taylor, president. Staff size: 21. **Reported in U.S. 1, September 10.**
609-951-0005 *609-951-0080*

New in Town

Hy-Gene Inc., Box 9017, Trenton 08650. John J. Wille. **Reported in U.S. 1, November 19.**
609-291-8683 *609-291-1997*
jjwille@aol.com
http://www.designonline.com.hygene

Start-Ups

Small Molecule Therapeutics Inc., 11 Deer Park Drive, Suite 116, Monmouth Junction 08852; drug development company. Founded 1997. Prabha Fernandez, CEO. **Reported in U.S. 1, November 19.**
732-274-2882 *732-274-0086*
simmers@smtherapeutics.com

Printing

Crosstown Moves

Kandu Forms Unlimited Inc., 222 Commons Way, Building 2, Princeton 08540; full-service printing brokers, particularly promotional paperback books and direct mail for nonprofits, insurance, pharmaceuticals, also distributor for 3M "Post-It" products. Founded 1980. Michael White, president. Staff size: 3. **Reported in U.S. 1, February 26.**
609-430-9890 *609-430-9893*
mwwhite@kanduforms.com

Shepard Printing Corp., 5C South Gold Drive, South Gold Industrial Park, Hamilton 08691; printing broker for direct mail and specialty printing, plus plastic and paper phone cards. Founded 1966. Frank Casale, president/owner. Staff size: 7. **Reported in U.S. 1, October 22.**
609-631-8585 *609-631-8944*
phonekard1@aol.com

Expansions

Abco Printing Co., 5-A Marlen Drive, Trenton 08691. Founded 1950. Howard D. Mathues. Staff size: 8. **Reported in U.S. 1, March 5.**
609-587-4949 *609-890-7543*

Barton & Cooney LLC, 2560 East State Street Extension, Trenton 08619; privately held mail processing firm, print, and letter shop. Founded 1964. Patrick M. Doyle, president. Staff size: 80. **Reported in U.S. 1, September 24.**
609-586-7070 *609-586-1733*

FLM Graphics, 741 Alexander Road, Princeton 08540; repro services. Michael T. Serbin, branch manager. Staff size: 6. **Reported in U.S. 1, January 8.**
609-987-0666 *609-987-8977*
http://www.flmgraphics.com

Parker Communications Group, 2572 Brunswick Pike, Box 4050, Princeton 08543; four- and five-color work, long-run one- & two-color work, color separations, Scitex and electronic pre-press, part of Parker Communications group. Founded 1930. Jon Parker, president. Staff size: 35. **Reported in U.S. 1, April 2.**
609-883-8400 *609-883-8404*
parker@parpoly.com

Pequod Copy and Print Center, 743 Alexander Road, Princeton 08540. Andre Liu, owner. **Reported in U.S. 1, November 19.**
609-951-0300 *609-951-0352*

Management Moves

Triangle Reprocenter of East Windsor, 222 Dutch Neck Commons, Route 130, East Windsor 08520; high speed copying, full color copies, bindery service, large format prints — pick-up and delivery service. Michael R. Cocciolillo, owner/operator. **Reported in U.S. 1, September 24.**
609-448-8161 *609-448-9499*

Start-Ups

Highland Print-Pack, 2901 Brunswick Pike, Lawrenceville 08648; printing and shipping. Founded 1997. Merrill F. DiLetto, manager. Staff size: 4. **Reported in U.S. 1, October 22.**
609-883-6226 *609-883-5906*

R&D

Crosstown Moves

Interlink Associates Inc., 221 Commons Way, Montgomery Commons, Princeton 08540; biotechnology assessment, planning and transfer. Also microbial products and services with InterLink Microbials division — facility in Auburn, CA. Founded 1991. Ramon L. Garcia, president. Staff size: 3. **Reported in U.S. 1, March 12.**
609-252-0446 *609-252-9416*

Princeton University Office of Population Research, 21 Prospect Street, Princeton 08544-2091; research and graduate training in population studies, the first demography center in the nation. Founded 1936. James Trussell, director. Staff size: 26. **Reported in U.S. 1, June 18.**
609-258-4870 *609-258-1039*

Expansions

Anacom Systems, 100 Jersey Avenue, New Brunswick 08901; design, development, manufacture and marketing of fiberoptic communications equipment. Founded 1995. Henry Wojtunik, president. Staff size: 5. **Reported in U.S. 1, February 5.**
732-846-2680 *732-846-2626*

Chrysalis (DNX Transgenics), 303 B College Road East, Princeton Forrestal Center, Princeton 08540; research and development of therapeutic products and biological testing services based on transgenic animals, based in Raritan, also at 301B, stock symbol CRLS. Founded 1985. Paul J. Schmitt, president and chief executive officer. Staff size: 19. **Reported in U.S. 1, September 10.**
609-520-0300 *609-520-9864*

Delsys Pharmaceutical Corporation, CN 5300, Princeton 08540; privately-held developer of automated drug manufacturing and drug delivery systems through electrostatic dry powder, created by Sarnoff Corporation and Healthcare Ventures. Martyn Greenacre, president and CEO. **Reported in U.S. 1, September 17.**
609-720-0033 *609-520-6692*

EEI, 100 Jersey Avenue, Third Floor, New Brunswick 08901; scientific and industrial consulting. Philip C. Efthimion PhD, president. **Reported in U.S. 1, February 5.**

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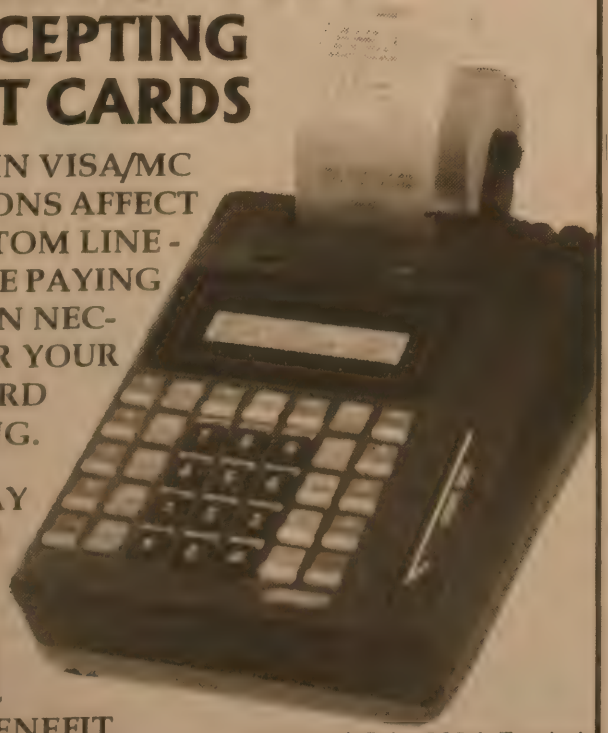
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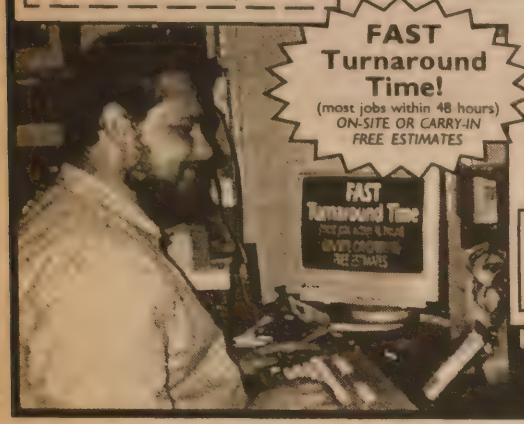

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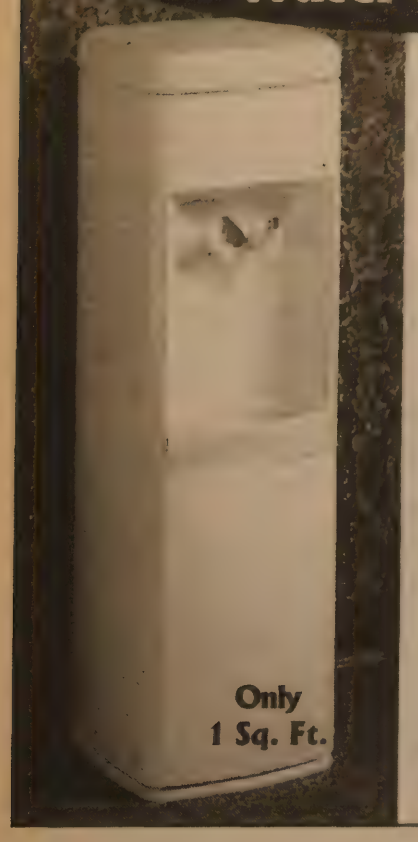

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EPV (Energy Photovoltaics), 276 Bakers Basin Road, Box 7456, Princeton 08543-7456; photovoltaic products, research and development. Founded 1991. Zoltan Kiss, president. Staff size: 22. **Reported in U.S. 1, July 9.**
609-587-3000 *609-587-5355*

Mathematica Policy Research Inc., 101 Morgan Lane, Second Floor, Box 2393, Princeton 08543-2393; public policy research and surveys for federal and state governments as well as private-sector clients, also at 311-H Enterprise Drive. Founded 1968. Charles E. Metcalf, president. Staff size: 200. **Reported in U.S. 1, December 10.**
609-799-3535 *609-799-0005*
http://www.mathematica-mpr. com

Orchid Biocomputer Inc., 201 Washington Road, Box 2197, Princeton 08543-2197; microfabricated lab platforms for producing and screening molecules in drug discovery and clinical diagnostics. Founded 1995. Dale R. Pfost PhD, chairman and CEO. Staff size: 60. **Reported in U.S. 1, January 29.**
609-514-0303 *609-514-4083*
pconway@sarnoff.com

PD/LD Inc. (Photo Diode-Laser Diode), 243 Wall Street, Princeton 08540; fiber coupling and packaging of fiber optic devices. Founded 1993. Vladimir Ban, president. Staff size: 25. **Reported in U.S. 1, March 19.**
609-924-7979 *609-924-7366*
info@pd-ld.com
http://www.pd-ld.com

Princeton Electronic Systems, 196 Princeton-Hightstown Road, Box 8627, Princeton 08540; products for chemical and nuclear detection, video communications, voltage controlled oscillators, and r&d for other electronic components and government/defense research. Founded 1993. Chuni Ghosh, president. Staff size: 25. **Reported in U.S. 1, January 29.**
609-275-6500 *609-799-7743*
http://www.pesinc.com/~pesi nc/

SEQ Ltd., 201 Washington Road, EN202, Princeton 08540-6449; proprietary gene sequencing technology, single molecule sequencing by fluorescence. Founded 1987. Richard G. Horan, president and CEO. Staff size: 12. **Reported in U.S. 1, May 14.**
609-452-6033 *609-452-5955*
iweston@seq.sarnoff.com

Sarnoff Corporation, CN 5300, Princeton 08543-5300; creation and commercialization of electronic information and bioelectronic technologies for acquiring, processing, moving, displaying, and using information and images for private and government clients. Founded 1942. James E. Carnes, president & CEO. Staff size: 800. **Reported in U.S. 1, April 2.**
609-734-2000 *609-734-2040*
sgauff@sarnoff.com
http://www.sarnoff.com

Sensors Unlimited, 3490 Route 1, Building 12, Princeton 08540; compound semiconductor technology for sensing and imaging applications in the 1,000 to 3,000 nm near infrafred spectrum. Founded 1991. Gregory H. Olsen, president. Staff size: 25. **Reported in U.S. 1, October 29.**
609-520-0610 *609-520-0638*
sensorsinc@aol.com
http://www.sensorsinc.com

Transcell Technologies Inc., 8 Cedarbrook Drive, Cranbury 08512; combinatorial technologies and drug discovery focused on carbohydrate chemistry and molecular diversity. Founded 1992. Vincent L. Fabiano, executive vice president and COO. Staff size: 35. **Reported in U.S. 1, June 4.**
609-655-6900 *609-655-6930*
http://www.transcell.com

New in Town

LGERCA Inc., 40 Washington Road, Princeton Junction 08550; research in multimedia, networked devices, networked applications, and digital image and video processing. Founded 1997. Mark Simpson, executive director. Staff size: 15. **Reported in U.S. 1, May 14.**
609-716-3500 *609-716-3503*
http://www.lgeus.com

Start-Ups

Polytherapeutics, 100 Jersey Avenue, New Brunswick 08901; development of unique medical devices and drug delivery systems. Kishore Shah. **Reported in U.S. 1, February 5.**
732-448-1515 *732-545-0120*

Real Estate

Crosstown Moves

Commercial Property Network Inc., 619 Alexander Road, Princeton 08540; real estate, tenant representation, investment advisory services. Founded 1988. William Barish, managing partner, broker. Staff size: 5. **Reported in U.S. 1, November 26.**
609-921-8844 *609-924-9739*

Keller, Dodds & Woodworth, 163 Nassau Street, Princeton 08542; commercial real estate, formerly Keller Real Estate. Founded 1917. Peter M. Dodds, president. Staff size: 9. **Reported in U.S. 1, November 5.**
609-924-2408 *609-924-9778*

Lower Pyne Associates LP, 14 Washington Road, Building 6, Suite 620, Princeton 08540; commercial development, also London & Princeton Holdings Inc. and David S. Newton Co. Inc. David S. Newton. **Reported in U.S. 1, February 26.**
609-799-8585 *609-799-9228*

Pintinalli Incorporated, 140 Franklin Corner Road, Lawrenceville 08648; real estate sales, leasing, development. Founded 1989. Joseph E. Pintinalli, president, CEO. Staff size: 5. **Reported in U.S. 1, September 3.**
609-896-2770 *609-896-9599*

Quantum Companies Inc., 36 South Broad Street, Trenton 08608-2102; residential — modular and custom home building in New Jersey, including Fox Run at Washington. Founded 1995. Alan Amarel, president. Staff size: 6. **Reported in U.S. 1, October 1.**
609-587-8788 *609-587-6967*

Joseph R. Ridolfi & Associates, 2426 Route 33, Nottingham Way, Mercerville 08619; corporate real estate services, office, commercial, investment properties. Founded 1991. Joseph R. Ridolfi, president. Staff size: 4. **Reported in U.S. 1, October 8.**
609-584-0900 *609-584-1919*

Sidmar Management Corp., 685 Avon Drive, Box 1380, Hightstown 08520; Burger King franchise, owner of three stores. Founded 1979. Sidney Kessous, owner. Staff size: 3. **Reported in U.S. 1, March 12.**
609-443-8210 *609-443-8535*

John Simone Realty Inc., 1018 Whitehead Road Extension, Trenton 08638. Founded 1976. John Simone Jr., president. Staff size: 5. **Reported in U.S. 1, May 28.**
609-882-1105 *609-530-1037*

Trenton Roebling Community Development Corporation, 650 South Broad Street, Trenton 08611; nonprofit dedicated to the commercial re-use of the 45-acre Roebling Wire Works site in Trenton. Founded 1985. Nancy Beer, director, site development. **Reported in U.S. 1, July 16.**
609-421-0051 *609-421-0057*

Expansions

345 Associates, 345 Witherspoon Street, Princeton 08540; real estate management and telecommunications firms. William Robertshaw, president. **Reported in U.S. 1, July 2.**
609-921-7177 *609-921-7976*

R. Berman Development Co., 150 West State Street, Suite 220, Trenton 08608; commercial real estate development. Founded 1994. Ron Berman, chairman. Staff size: 13. **Reported in U.S. 1, July 16.**
609-393-2700 *609-393-0447*

Coleman Co., 92 Nassau Street, Princeton 08542; . Jay Biggins, president. **Reported in U.S. 1, October 15.**
609-924-9775

Compass Building Corp., Box 640, Monmouth Junction 08852; residential builder of subdivisions, townhouses, and custom homes. Frank Amato, director of construction. **Reported in U.S. 1, June 11.**
732-329-1088 *732-329-0210*

Matrix Development Group, Forsgate Drive, CN 4000, Cranbury 08512-4000; investment builder/developer of commercial real estate — office, research, light industrial facilities, residential, leisure and hospitality properties. Founded 1979. Joseph S. Taylor, president and chief executive officer. Staff size: 80. **Reported in U.S. 1, June 4.**
732-521-2900 *609-395-8289*

McCay Real Estate Group, 2275 Route 33, Golden Crest Corporate Center, Suite 305, Hamilton Square 08690; commercial development and brokerage. Founded 1953. Peter Pantages, president. Staff size: 3. **Reported in U.S. 1, January 22.**
609-586-5445 *609-890-7990*

New in Town

Arete Capital Advisors LLC, 92 Nassau Street, Princeton 08540; commercial real estate financial services — investment sales, debt and equity capital, strategic site evaluations, economic development incentives. Robert S. Powell Jr., principal. **Reported in U.S. 1, April 9.**
609-430-9700 *609-466-4164*

Sales

Crosstown Moves

Bissell Inc., 50 Princeton-Hightstown Road, Princeton 08540; regional sales office of vacuum cleaner firm based in Grand Rapids, Michigan. Founded 1876. Lawrence Haines, eastern regional manager. Staff size: 2. **Reported in U.S. 1, January 8.**
609-716-9600 *609-716-8780*

Bullseye Unlimited, 60 Coppermine Road, Princeton 08540. industrial dis-

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tributors of cutting tools. Founded 1977. Ray Burger, president. Staff size: 5. **Reported in U.S. 1, October 29.**
609-924-4124 *609-924-9132*

Ocean Crest, 2 Canal Road, Suite 16, Princeton 08540; wholesale jewelry distributor. Founded 1987. Paul McKenna. Staff size: 2. **Reported in U.S. 1, November 19.**
609-452-2833 *609-452-0602*

United Marketing Systems, 2525 Route 130 South, Cranbury 08512; sales office for porcelain and ceramic collectible firm. Don Quigley, director. Staff size: 3. **Reported in U.S. 1, May 14.**
609-860-1905 *609-860-1906*

Expansions

American Stelmi, 600 Alexander Road, Princeton 08540; sales of rubber stoppers for pharmaceutical use. Philip Legall, managing director. **Reported in U.S. 1, November 26.**
609-452-9100 *609-452-7979*

New in Town

The Philadelphia Coca-Cola Bottling Company, 3131 Princeton Pike, Suite 210, Lawrenceville 08648; sales office for Coca-Cola. John Jagielski, area sales manager. **Reported in U.S. 1, March 12.**
609-895-2259 *609-219-0680*

Schools

Crosstown Moves

The Chauncey Group International, 506 Carnegie Center, Princeton 08540; testing, certification and other services for corporations, professions and government. Founded 1996. Alice Irby, president. Staff size: 115. **Reported in U.S. 1, October 8.**
609-720-6500 *609-720-6550*
http://www.chauncey.com

TRIA Systems Inc., 22 Willow Creek, Pennington 08534; design, development, implementation of assessment systems. Founded 1994. Scott M. Elliot, principal. Staff size: 4. **Reported in U.S. 1, January 29.**
609-683-5505 *215-862-3748*
selliot@ets.org

Management Moves

Educational Testing Service, Rosedale Road, Princeton 08541; educational testing, measurement, and research. Founded 1947. Nancy S. Cole, president. Staff size: 2,300. **Reported in U.S. 1, November 19.**
609-921-9000 *609-734-5410*
http://www.ets.org

New in Town

Prodigy Child Development, 450 College Road East, Princeton 08540; nursery school with capacity of 168. Founded 1997. Rose Schaefer, center director. Staff size: 10. **Reported in U.S. 1, October 29.**
609-720-0045 *609-720-0411*

Telecommunications

Expansions

RCN Corporation, 105 Carnegie Center, Suite 300, Princeton 08540; telecommunications — local telephone, long-distance, cable, engineering, and internet access, formerly C-TEC. Founded 1897. David C. McCourt, chairman and CEO. Staff size: 141. **Reported in U.S. 1, December 10.**
609-734-3700 *609-734-3875*

Teleport Communications Group (TCG), 429 Ridge Road, Princeton Technology Center, Dayton 08810; corporate headquarters of telecommunications carrier with network management center in Staten Island, stock symbol TCGI on NASDAQ. Founded 1987. Robert Annunziata, chairman, president, and CEO. Staff size: 200. **Reported in U.S. 1, January 29.**
732-392-2000 *732-392-3740*
http://www.tcg.com

Princeton Cellular and Paging Inc., 43 Princeton-Hightstown Road, Princeton Junction 08550; cellular phone and paging sales and service, carrying Motorola, AT&T cellular, DKI, Audiovox, Mitsubishi, and NEC. Founded 1993. Deborah Brown, vice president. Staff size: 3. **Reported in U.S. 1, April 23.**
609-799-9393 *609-275-4550*

New in Town

Intek Diversified Corporation, 214 Carnegie Center, Suite 304, Princeton 08540-6237; wireless communications for public safety facilities. Founded 2600. Robert Shiver, president and CEO. Staff size: 8. **Reported in U.S. 1, November 12.**
609-419-1222 *609-419-1221*
kmonahan@inteknj.com

Teleport Communications Group (TCG), 305 College Road East, Princeton 08540; sales office fo telecommunications provider. Founded 1984. Christopher Boyle, account manager. Staff size: 15. **Reported in U.S. 1, March 5.**
609-806-6321 *609-806-6308*
boylec@tcg.com
http://www.tcg.com

Phone Zone, 1325 Route 206, Montgomery Shopping Center, Skillman 08558; AT&T wireless services authorized dealer carrying cellular phones, digital PC's, pagers, house phones and accessories. Loretta Gambino, manager. **Reported in U.S. 1, June 18.**
609-497-0333 *609-497-1181*

Start-Ups

ITXC Internet Telephony Exchange Carrier, 219 North Center Drive, North Brunswick 08902; Internet telephony services to the emerging industry — call switching, authorization, and settlement. Founded 1997. Tom Evslin, CEO. Staff size: 10. **Reported in U.S. 1, September 17.**
732-940-4333 *732-940-4334*
maevslin@itxc.com
www.itxc.com

Trade Groups

Crosstown Moves

New Jersey Association of Non-Profit Homes for the Aging, 13 Roszel Road, B-113, Princeton 08540; publishers of a directory of homes for members that can be used for mailing purposes. Founded 1973. June A. Duggan, president. Staff size: 5. **Reported in U.S. 1, August 27.**
609-452-1161 *609-452-2907*

New Jersey Broadcasters Association, 348 Applegarth Road, Cranbury 08512; representatives for the radio and television industry. Founded 1946. Philip H. Roberts, executive director. Staff size: 3. **Reported in U.S. 1, February 26.**
609-860-0111 *609-860-0110*
njba@injersey.com
http://www.njba.com

New Jersey Builders Association, 500 Horizon Center Drive, Suite 530, Robbinsville 08691. Founded 1949. Patrick J. O'Keefe, CEO. Staff size: 15. **Reported in U.S. 1, July 2.**
609-587-5577 *609-587-0044*

New Jersey Pharmacists Association, 3 Marlen Drive, Suite B, Robbinsville 08691-1604; pharmacist membership organization. Allen Nichol, executive officer. **Reported in U.S. 1, March 12.**
609-584-9063 *609-586-8186*

United Brotherhood of Carpenters & Joiners Local 781, 41 Ryan Avenue, Box 2015, Princeton 08610-2015. Founded 1902. Ridgeley Hutchinson, business representative. **Reported in U.S. 1, August 27.**
609-396-4316 *609-396-6163*
princecarp@msn.com

Middlesex County Regional Chamber of Commerce, 1 Distribution Way, Monmouth Junction 08852. Founded 1910. Nancy M. Ostin, executive director. Staff size: 3. **Reported in U.S. 1, May 28.**
732-821-1700 *732-821-5852*

North American Electric Reliability Council (NERC), 116-390 Village Boulevard, Princeton Forrestal Village Suite 390, Princeton 08540-5731; electric industry organization dedicated to the reliability of the bulk electric systems in North America. Founded 1968. Michehl R. Gent, president. Staff size: 20. **Reported in U.S. 1, April 23.**
609-452-8060 *609-452-9550*
http://www.nerc.com

Management Moves

Medical Society of New Jersey, 2 Princess Road, Lawrenceville 08648. Vincent A. Maressa, executive director. Staff size: 35. **Reported in U.S. 1, June 4.**
609-896-1766 *609-896-1368*
http://www.msnj.org

Mercer County Chamber of Commerce, 214 West State Street, Trenton 08608; . William R. Mate, president. **Reported in U.S. 1, October 29.**
609-393-4143 *609-393-1032*

National Association of Industrial and Office Properties, 67 Campus Plaza Drive, Raritan Center, Edison 08837; owners, managers, financiers, planners, developers, and designers. Founded 1970. Michael G. McGuinness, executive director. Staff size: 2. **Reported in U.S. 1, July 2.**
732-417-9010 *732-225-4877*
76066.1021@compuserve.com

New Jersey Hotel/Motel Association, 196 West State Street, Trenton 08608. Founded 1917. Joseph Simonetta, director. Staff size: 6. **Reported in U.S. 1, January 22.**
609-278-9000 *609-393-9891*

New in Town

Prevent Blindness New Jersey, 2525 Route 130, Building D, Cranbury 08512; affiliate of the National Society to Prevent Blindness and its Fight for Sight research division. Founded 1908. Margo Asay, executive director. Staff size: 5. **Reported in U.S. 1, March 5.**
609-409-0770 *609-409-0755*

Start-Ups

Princeton Technology Alliance Inc., 264 Wall Street, Princeton 08540; nonprofit supporting development of technology in the greater Princeton area. Founded 1997. Cathryn A. Mitchell, Esq. **Reported in U.S. 1, September 17.**
609-921-3322 *609-921-0459*
mmlaw@princeton.twired.com

Technology New Jersey Inc., 212 Carnegie Center, Suite 110, Princeton 08540. Grace Polhemus, president. **Reported in U.S. 1, October 22.**
609-419-4444 *609-419-1888*
http://www.technologynj.org

Transportation

Expansions

A-1 Limousine, 2 Emmons Drive, Princeton 08540-9923; sedans, limousines, and buses, also A-1 Trans-Link with van pools and shuttle buses. Founded 1964. Michael Starr, president and CEO. Staff size: 350. **Reported in U.S. 1, June 4.**
609-951-0070 *609-452-0816*
http://www.a1limo.com

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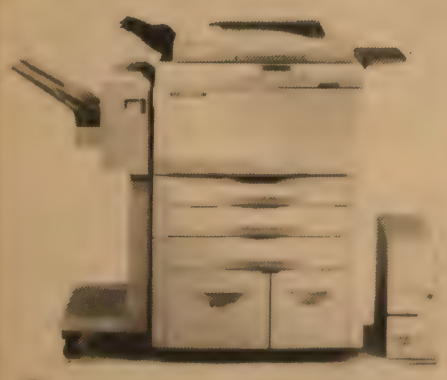

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Life in the Fast Lane

Everybody says it's hard to make money writing auto insurance in New Jersey. Now comes news of an insurance company planning to make some hay in the Garden State. Its strategy: don't offer auto policies, just write commercial property and casualty insurance.

Robert Gage and Steven George have opened the first New Jersey office of New York-based Clarendon Insurance, and they expect to grow to 12 employees this year. "On January 22 our filings were approved and we are now open for business," says Gage. "We're looking forward to a long association in New Jersey."

When big insurers such as Geico and Safeco wanted to get out of the private auto market, they had to abandon all their state business. But when firms enter the state they are not obligated to write any particular kind of insurance. Clarendon, for instance, will not offer medical, life, accident, health, or auto. Instead, it will write commercial property and casualty insurance including workers compensation, business owners insurance, and even commercial automobile insurance if it goes with the rest of the account.

"We consider this a very viable market," says Gage. Both he and George came from Highlands Insurance on Lenox Drive in Lawrenceville, formerly American Reliance. Gage grew up in Syracuse and went to the University of Maryland, Class of'65. He worked for insurance services offices all over the country, moved from San Francisco to join American Reliance in 1986, and has been in the New Jersey market ever since. "To many companies it is a challenging marketplace, but we see it as a great opportunity," says Gage. "Knowing the regulations and statutes and the regulatory scheme — and being close to your customer and being local — that's the key to success."

The Clarendon Insurance Group, 133 Franklin Corner Road, Suite 2E, Lawrenceville 08648. Robert Gage CPCU, vice president. 609-219-9100; fax, 609-219-9101.

Financial Staffing

Next to computer firms, financial firms are among the fastest growing in Princeton. Julie Giordano has opened an Olsten office that focuses on providing workers for accounting and financial positions, everything from accounting clerks to controllers, from temporary, to temp to hire, and permanent placement. The next nearest Olsten office that focuses on the financial area is in Iselin.

A psychology major at Rutgers New Brunswick, Class of 1991, Giordano had worked on Wall Street for her father, a basketball star at West Point (Class of 1961). She had also worked in risk analysis at Lehman Brothers in New York and for another financial placement agency. But with years of drama training behind her, she was also working as an actress: she had parts in the Al Pacino movie "Carlito's Way" and on the soap opera "All My Children."

New in Town: *Robert Gage is looking forward to selling insurance in New Jersey; Julie Giordano heads up Olsten's new Carnegie Center office.*

'Being close to your customer and being local — that's the key to success.'

How does being an actress help her work? In helping her to find out about people's personalities, she suggests, "and even in taking rejection."

Olsten Financial Staffing, 103 Carnegie Center, Suite 307, Princeton 08540. Julie S. Giordano, market manager. 609-720-0700; fax, 609-720-0764.

Expansions

MicroDose Technologies Inc., 4262 Route 1 North, Monmouth Junction 08852. Amand Gumaste, president and CEO. 732-329-2401; fax, 732-329-8502.

After changing the name of Advanced Medical Systems to MicroDose Technologies Inc., Amand Gumaste moved his three-person firm from 68 Weber Avenue, Trenton, to 2,600 square feet on Route 1 North.

Gumaste, 45, got an undergraduate degree in India and a Ph.D from the University of Toronto. He then spent 11 years at PA Consulting, the former occupant of the award-winning crab-like structure on Route 571 in East Windsor. He was manager of the electronics group there.

MicroDose develops drug delivery technologies for pharmaceutical companies, such as inhalers for the treatment of asthma. "It really represents the next generation, they are very unlike today's devices," says Gumaste. He compares his work to that of Delsys, the nearby Sarnoff spinoff that makes drug delivery systems using electrostatic powder (September 19).

Pennington Montessori School, 102 West Franklin Avenue, The Straube Center, Pennington 08534. 609-737-1331; fax, 609-730-1530.

The school has bought three acres on Route 31 in the Pennington Point West Development to construct a 10,700 square foot building. Albert S. Toto Jr. of Commercial Property Network represented both the buyer and the seller, Pennington Properties. The school celebrates its 20th anniversary this year and hopes to move in by the end of this year or early next year.

Citizens for Independent Living, Box 600, Kingston 08528. Linda King, executive director. 732-297-8340.

Linda King has moved the office of this nonprofit from Main Street in Kingston to temporary quarters; by spring she will have an office in CIL's brand-new apartment building, named "CIL Woods." Located on the new section of Route 522 it will house CIL's clients — developmentally disabled adults. The temporary offices (at Monmouth Mobile Home) have a new phone; fax is the same as the phone.

The Princeton Institute, 2650 Route 130 North, Constitution Center, Suite I, Cranbury

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08512. John Clay, president. 609-409-0940; fax, 609-409-0941. E-mail: princetoninstitute@erols.com.

The medical education company has expanded from quarters at Princeton Meadows Office Center to Cranbury. Associated with medical journal publisher Multimedia Healthcare, the Princeton Institute designs continuing education courses for the full spectrum of healthcare professionals, everything from clinical matters (diagnosis and treatment) to financial or administrative concerns (U.S. 1, November 6, 1996).

Verdge on Verge?

Will a computer for surfing the Internet become an Information Age dining room companion, akin to the newspapers and magazines that have kept diners company for decades and decades? Jeff Ross thought so when he opened a 5,000 square-foot Nassau Street cybercafe with a whirlwind of promotion and national attention.

Ten people put $1.25 million into Totally Wired, but when it floundered, investors brought in a new team — including Aldus Chapin and Andrew Levy — and reworked the concept, making changes in the menu and the computer arrangements.

Now Verdge Technology Diner has a sign saying "temporarily closed." But in a university town where most surfers already have a connection, basing an eatery on 'Net access may have been iffy. And insiders note that on the very day Verdge reopened, Manhattan's pioneering cybercafe shut its doors.

Name Changes

Fox & Roach Inc. Realtors, 25 Route 31 South, Pennington Shopping Center, Pennington 08534. Lynn D. Ludecke, manager. 609-737-7900; fax, 609-737-8004.

All of the Fox & Lazo real estate offices have changed their names to reflect a merger with Roach Wheeler, a Philadelphia-based firm with Charles "Chip" Roach at the helm. The Fox firm was founded by Fred Fox in 1986, and Bill Fox is co-chairman with Larry Flick as president. The corporate headquarters has moved from Haddonfield to Devon.

Gannett Fleming, 227 Wall Street, Research Park, Princeton 08540. Robert Gan, branch manager. 609-279-9140; fax, 609-279-9436.

Eder Associates, the environmental engineering firm headquartered in Locust Valley, New York, moved to 2,800 square feet in Research Park. Two weeks later, it merged with Gannett Fleming, the 1,700-employee civil engineering firm based in Harrisburg, Pennsylvania. It was founded in 1915, and is not related to the newspaper chain.

Eder Associates, founded in 1970, was formerly located at 413 Riverview Executive Park, Trenton. Its specialities include environmental consulting service, environmental remediation, surface water discharge permitting, air permitting, and engineering services. It also does system engineering design and construction management. Robert Gan, the office manager, has a degree from the University of Wisconsin, Madison, (Class of 1991).

Leaving Town

Mettler-Toledo International, 69 Princeton-Hightstown Road, Box 71, Hightstown 08520-0071. Maurice Knapp, president. 609-448-3000; fax, 609-586-5451. **Home page: http://www.mico.mt.com.**

Once 200 strong, the East Windsor outpost of the world's largest maker of scales and balances is now down to less than 60 employees, and those will be gone by the summertime. The firm is building an 80,000 square-foot headquarters in Columbus, Ohio. Fewer than 20 of the workers will move to Ohio and the rest are taking a severance package. Founded in 1954 as the U.S. headquarters of a Swiss firm, it merged with Toledo Scale in 1989, was bought by a prestigious private investment firm, American European Associates, in 1996. It went public in November and its stock, traded on the New York Stock Exchange (MTI) started at 14 and now hovers at 16 and 17.

Accu Financial Services, 710 Old Bridge Turnpike, South River 08882. Haresh C. Sheth, president. 732-238-6765; fax, 732-238-7721.

The financial services firm has moved its office from Deer Park Drive to South River.

GORCA Systems Inc., 379 Princeton-Hightstown Road, Building 2, Cranbury 08512. Charles R. Horton, president. 609-273-8200; fax, 609-448-9155. **Home page: http://www.gorca.com.**

The aerospace engineering consulting firm closed its five-person office at 186 Princeton-Hightstown Road. The office was expanded in March, 1996. Its headquarters is in Cherry Hill.

GASI, the consulting arm of GORCA Systems, opened this office in 1990 to communicate with its client, GE Astro, located across the street. Originally owned by RCA and now owned by Lockheed Martin, the facility is due to be closed later this year. GORCA derived its name from the acronym for "good old RCA."

The Infotec Group, 55 Princeton-Hightstown Road, Suite 107, Princeton Junction 08550. Vivek Ratna, director. 314-205-0032.

This high-end computer training and consulting firm is working in St. Louis and does not have a current address in Princeton.

John M. Apicella, 350 Alexander Street, Princeton 08540. 212-803-5102.

Continued on following page

U.S. 1 Stock Index

	JANUARY 26		JANUARY 20		52-WEEK	
	Bid	Ask	Bid	Ask	HIGH	LOW
Ariel Corp.	7.4375	7.625	7	7 1/8	13.5	5.125
Base Ten	9.9375	10	9 15/16	10	16	9.625
Berlitz International	25.75	26.25	26 1/16	26 1/4	27.3125	19
Bristol-Myers Squibb	97.1875	97.25	96 5/8	96 3/4	98.1875	57.25
Cable Michigan	22.625	22.75	22 1/2	22 3/4	26.125	16.5
Carnegie Bancorp	32.875	33.5	33 1/4	33 15/16	35	16.5
Chrysalis	2.5	2.5625	2 3/4	2 3/4	6.375	2
Church & Dwight	27.1875	27.4375	28 1/8	28 3/8	32.75	24
Commonwealth Tel	21.5	21.9375	23 5/16	23 5/8	75	21
Congoleum Corp.	9.625	9.6875	9 1/4	9 5/16	14.625	8.75
Covance	17.8125	17.875	18 5/8	18 11/16	23.1875	14.625
Cytogen	1.90625	1.9375	1 29/32	1 31/32	6.375	1.4375
Dataram	9	9 3/8	9	8 3/4	12.5	7.875
EchoCath	2.75	3.375	3	3 3/4	8	2.375
Envirogen	1.46875	1.5625	1 1/2	1 9/16	3.5625	1.3125
Escalon (ISLS)	2.75	2.875	3 3/32	3 1/8	11	1
Fifth Dimension	0.3125	0.625	3/8	7/8	5.125	0.25
Guest Supply	11.25	11.4375	12	12 1/4	16.125	8.25
I-Stat	16	16.375	17 5/8	17 3/4	29.5	11.5
Imo Industries	5.125	5.375	5 1/8	5 1/4	7	2.25
Integra Life Sciences	4.8125	5	4 3/4	4 15/16	5.875	2.5
Interpool	14	14.0625	14 1/16	14 1/8	17.75	12.25
Journal Register Co.	18.8125	18.9375	19 5/8	19 3/4	12.0625	14
Liposome	5.75	5.875	6 9/32	6 5/16	29.5	4
Logic Works Inc.	7.875	8	8 1/8	8 1/4	12.875	4.125
Opinion Research	5.0625	5.375	5 9/16	5 5/8	6.25	3.125
Palatin Technologies	6	6.3125	5 11/16	5 15/16	10.75	5
Pharmacopeia	15.875	16.25	15 15/16	16 1/8	23.125	12.75
Photon Tech	2	4	2	4	7	2
Princeton Video Image	8.5	8.75	8 3/4	8 7/8	9.5	7
RCN Corp.	39.625	40	36 1/8	36 1/2	43.25	24.875
Summit Bancorp	49.9375	50	49 3/16	49 1/4	53.875	28.5625
Total Research	1.5	1.59375	1 5/8	1 23/32	2.0625	0.78125
Trenton Savings Bnk	40.25	41.25	41 1/2	41 1/2	45.75	15.75
Voxware	3.3125	3.375	3 9/32	3 1/2	6.875	2

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Continued from preceding page

The criminal defense lawyer has consolidated and now operates out of a Brooklyn office.

The Maids, 826 West Trenton Avenue, Morrisville 19067. Ellen Uzialko. 215-428-3533; fax, 215-428-3543.

This franchise of the home cleaning service, formerly owned by Phyllis Schulman, has been sold and has moved from Princeton Service Center to Morrisville. The service specializes in removing common allergens such as dust mites, animal dander, mold, mildew, and insect debris.

Savola Inc., 2137 Route 33, Lexington Square Commons, Trenton 08690. Basit Siddiqui, president. 609-584-9590; fax, 609-584-9495.

This olive oil import business has vacated its office and has no local number.

Princeton Marketing Group, 11 Deer Park Drive, Suite 113-2, Monmouth Junction 08852. Danute Audenas-Corcoran, manager. 732-438-1140.

This firm, which marketed environmentally safe products, has apparently closed its Route 1 office. The number was disconnected and no further information was available.

Fronczak & Associates, 100 Canal Pointe Boulevard, Suite 212, Princeton 08540. Dan Fronczak, president. 609-520-8810; fax, 609-520-0234.

Dan Fronczak has sold his business insurance firm to the Parsippany-based Turner Group; Fronczak's business concentrated on clients from the manufacturing, hospitality, and contracting industries. "Our new larger firm has the resources of 30 insurance carriers, nine offices, and more than 200 employees," says Louise Gernhardt, an account executive who has moved to the Turner office at 9 Throckmorton Street, Freehold, now known as the Turner Group's Fronczak division. Dan Fronczak is remaining with the firm but is on vacation through February.

AREA MORTGAGE RATES

Institution	Phone	30-yr. fixed rate/ pts.	15-yr. fixed rate/ pts.	1-yr. ARM rate/ pts.
Access Mortgage Svcs.	800-LOAN-845	6.75/3.00	6.50/3.00	4.88/2.50
American Fin. & Inv.	800-562-5674	6.50/3.13	6.00/3.25	5.88/0.00
American Suburban	800-887-4554	7.25/0.00	7.00/0.00	6.00/0.25
Barnett Mortgage	800-851-8486	7.25/0.00	7.13/0.00	6.13/0.00
Columbia Nat'l Mtg.	800-231-1459	6.63/2.50	6.13/2.88	5.50/0.00
ComNet Mortgage	800-222-4700	6.50/3.00	6.13/3.00	4.25/3.00
CoreStates Mortgage	800-999-3885	7.25/0.00	6.88/0.00	5.25/2.88
Countrywide Home Loan	609-584-7644	6.50/3.00	6.13/3.00	6.50/0.00
DiDonato Mortgage	609-588-9789	6.50/3.00	6.13/3.00	4.13/3.00
Encore Mortgage	609-435-6600	6.75/3.00	6.50/3.00	5.00/3.00
1st Constitution Bank	888-519-7677	6.50/3.00	6.25/3.00	5.50/0.00
First Keystone Mortgage	800-298-7336	6.50/2.75	6.13/2.75	4.25/3.00
First Savings Bank	908-225-4450	6.50/3.00	6.13/3.00	5.25/0.00
First Union Mortgage	800-276-3513	6.63/2.88	6.13/3.00	No Quote
Hamilton National Mtg.	609-273-1234	6.38/3.00	5.88/3.00	No Quote
Jefferson Penn Mtg.	609-596-2666	6.63/3.00	6.13/3.00	4.75/3.00
Kastle Mortgage	908-845-5444	6.88/0.00	6.63/0.00	5.50/0.00
Merrill Lynch	800-817-3899	7.25/1.00	7.00/1.00	6.25/1.00
MNC Mortgage	800-235-4318	7.13/0.00	6.88/0.00	5.13/0.00
National Future Mtg.	800-291-7900	6.38/3.00	6.00/3.00	5.50/0.00
Princeton Mortgage	800-635-0977	6.63/3.00	6.13/3.00	4.38/3.00
Royal Mortgage	800-437-5700	6.63/3.00	6.13/3.00	4.38/3.00
Security National Mtg.	800-887-7662	6.38/3.00	5.88/3.00	5.75/0.00
Sun National Bank	609-691-7700	6.63/3.00	6.13/3.00	4.88/3.00
Trenton Savings Bank	800-333-4TSB	6.38/3.00	6.75/0.00	5.88/0.00

Rates provided by the National Mortgage Reporter. Rates valid as of January 26, 1998 & are subject to change without notice. Internet - http://www.nfns.com for daily updated rates. Rates may be for new applicants only; contact lender for terms, conditions and fees. © 1992 NFNS

Management Moves

Corner House, 369 Witherspoon Street, Princeton 08540. Mitchell Douglas, executive director. 609-924-8018; fax, 609-497-9101.

Mitchell Douglas replaces Linda Meisel as executive director on February 2. Meisel has resigned to be executive director of Jewish Family and Children's Services. Douglas was assistant executive director of a Staten Island-based agency.

CH Capital Investments, 1 Palmer Square, Suite 305, Princeton 08542. Martin Chooljian. 609-924-7958.

Martin Chooljian has joined the board of trustees at Institute for Advanced Study. He was formerly the president of Penn Corporation, which he helped found, and the treasurer of Litton Industries. A graduate of Harvard (Class of 1952), Chooljian has had a lifelong interest in physics.

Deaths

Ruth Hamill, 44, on January 19. She was senior vice president of Hase Schannen on Clarksville Road.

Karin Bergwall Stratmeyer, 53, on January 22 from injuries suffered in an auto accident on Vaughn Drive. She was president of Princeton Entrepreneurial Resources at 600 Alexander Road (U.S. 1, April 26, 1995).

Jayne C. Casey, 59, on January 21. She worked at the Messenger Press and Calton Homes.

Valerie A. Leveridge, 57, on January 23. She worked at Peterson's Guides and was active in Sweet Adelines.

John F. Hoff III, 58, on January 25. He was formerly president of First National Bank of Princeton and chairman of United Jersey Bank. A Mass of Christian Burial will be Saturday, January 31, at 11 a.m. at St. Paul's Church.

Kevin C. Clancy, 42, on January 26. He was vice president of private banking at PNC Bank. A Mass of Christian Burial will be Thursday, January 29, at 10 a.m. at St. Anne's Church on Lawrenceville Road.

Memorial Planned

Storey Memorial. A service will be Saturday, January 31, at 2 p.m. in the Shepherd Commons Room of Princeton Day School to commemorate the life of Carl C. Storey, of Princeton Pike-based Quinn and Storey, who died January 14. ■

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Downtown Princeton: Shared office space. Great location. Xerox, fax, conference room. $550-$700. Parking available. Business professionals only. Call Chambers Street Partners 609-252-1111.

Ewing Township: Offices, Parkway Avenue. Available now. 200 to 2000 square feet. Starting at $325 per month, includes utilities. 609-883-2840.

Kingston, NJ: 1000 sq.ft. suite available in uniquely styled building complex, ideally located on Route 27 (on NY bus route), minutes from Princeton and Route 1. Available 3/98. Private entrance; private bathroom. Modern layout and facilities. Competitive rental rates. Near restaurants, Post Office, Deli. 609-924-9700.

Lawrence/Ewing: 500 to 2000 square foot suites near Route 1. Best value in area. 609-896-0505.

Office Condo/Princeton Address: 1 block from Rt.1 South. 600 square feet. Private parking, entrance, bath. $650/month plus utilities. Call 732-329-3630.

Office to Share in Historic Cranbury: Space for individual or small group sessions. Sunny, quiet location. Perfect for nutritionist, counselor, teacher or bodyworker. Shared waiting room available. Call Jean Meier, 609-655-7700.

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Plainsboro: Professional office space available. Village area. Private entrance and parking. Perfect office for Re/Dr/Atty/CPA/Arc/Ins. 1200 SF. Call for appointment. 609-799-2067.

Princeton Address: One block from Route 1 South. 600 feet. Private parking, entrance, bath. $625 unfurnished. $675 fully furnished plus 50% utilities/maintenance. 732-329-6363.

Princeton Airport Area: Desk space; $75-125. Month to month 609-683-1125. Incubator.

Princeton Office: 830 sq. ft. in professional office park. Private entrance, bathroom, kitchenette, cable. Large windows. Available immediately. Call 609-921-7991.

Princeton Township: Unshared office, immediately available. Double office $850/month, small office $475/month. Both include utilities. Call 609-921-6412.

Princeton, Furnished Private Office: $395/-month. Includes share of large attractive conference room. 609-734-0004.

Princeton/Carnegie Center: Luxury office located within attorneys' suite. Class A building includes restaurant, free parking and access to two large conference rooms. Furnished or unfurnished. Secretarial support available. Ideal for attorney or CPA. Call 609-987-1775.

Princeton: Shared office space with general dentist in busy Princeton shopping area. 732-821-2050.

Princeton: Private, furnished office; desk space. Office equipment and secretarial services available. D/J Business Service, Route 206 North. 609-924-0940.

BUSINESSES FOR SALE

Deli, Bakery, Cafe: Turnkey operation. Seats 60. 15 minutes from Princeton. Business and property. $299,000. 609-466-9080.

Continued on following page

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Continued from preceding page

Delicatessen and Bakery: 2109 square foot store in strip shopping center near Princeton Junction Train Station. Sales includes business, equipment and fixtures with long term lease. Available immediately. Ridolfi Realtors, 609-584-0900.

Flower Shop: Mercer County. Operation since 1940. Well established, fully equipped. Sale includes business, equipment, fixtures, real estate with (3) rental income units. True turnkey operation. Showing good return. Serving Mercer County and parts of Bucks County, Pa. Ridolfi Realtors, 609-584-0900.

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Pennington: Woodmere Estates - a new community of 20 custom homes. Price range from $600,000. Directions: Main Street to East Curlis Avenue, left on Birch Street. 609-737-6779.

Unique Home in Lawrence: Two geodesic domes. Call Linda Feldstein at Weidel Realtors for further information, 609-921-2700.

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Bordentown Township: Available now. 1 bedroom apartment. 2nd floor. Near Bradlees Department Store. $525/month plus utilities. No pets. 609-883-2840.

Ewing: Unfurnished 3 room, 1 bedroom apartment with semi-private entrance. Heat and gas included. Air Conditioning . $500/month plus 1.5 months security. No pets. 609-279-1455.

HOUSING FOR RENT

Lawrence Township: 1/2 house, apartment. Two bedrooms, kitchen, living room, basement. Private. Available immediately. $700/months plus utilities. No pets/kids. 609-882-0200.

Princeton/Pennington Area: Upstairs. 2 bedroom, 2 bath, kitchenette, study, hard wood floors, dishwasher, washer/dryer. 609-737-6967.

Wynwood Townhouse, Princeton Area: Excellent condition, 3 bedroom, 2 1/2 bath, air conditioned, new washer, dryer, luxury carpet, pool, tennis, convenient shopping. $1100 plus utilities. 732-238-9590. Fax 732-257-5175.

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Franklin Park: Society Hill. N/S professional female needed to share townhouse. $340 plus 1/3 utilities. Call 732-940-8556.

House to Share: Princeton Corridor/Alexander Road. Corporate transfers, students. 4 bedroom, 2 bath, cable, washer/dryer, kitchen privileges. Back yard, deck with grill. 609-520-0544. Corporate Canada, lost your message.

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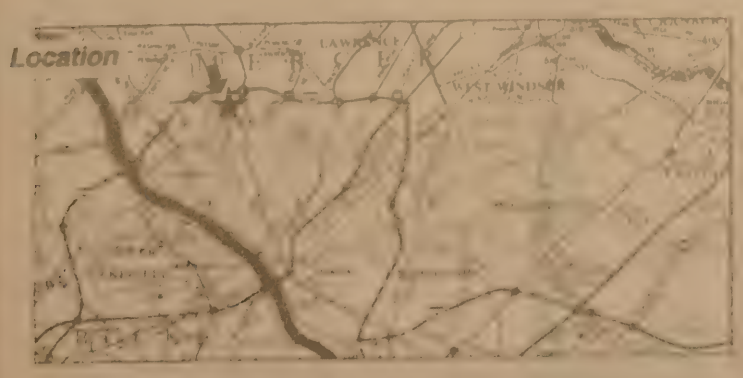

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Continued from preceding page

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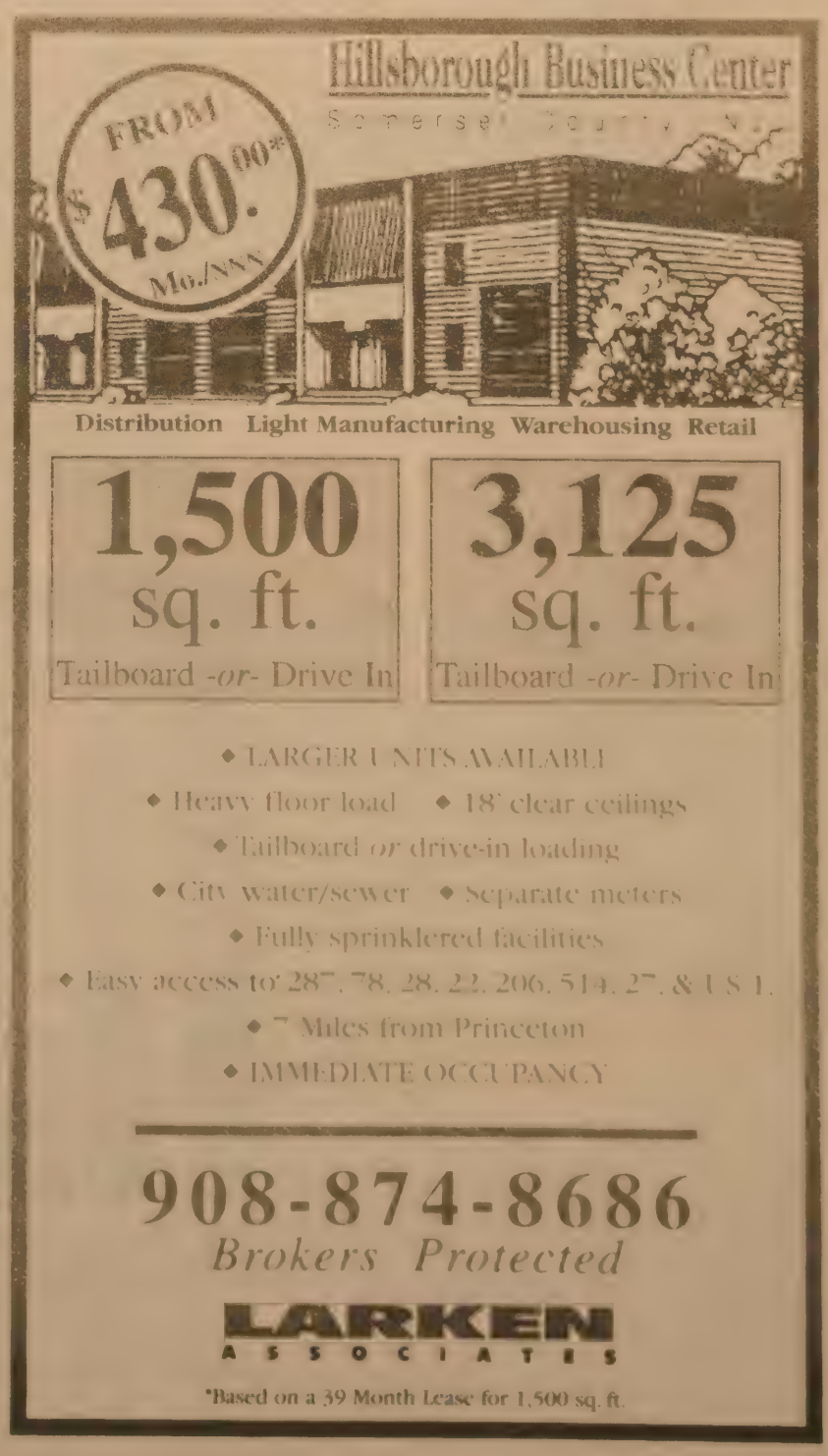

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ANIMALS

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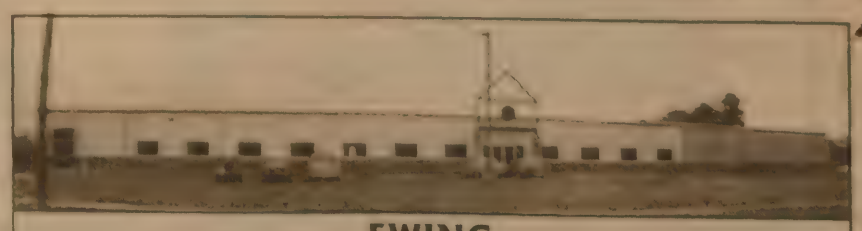

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Continued on next page

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From preceding page

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Continued on page 78

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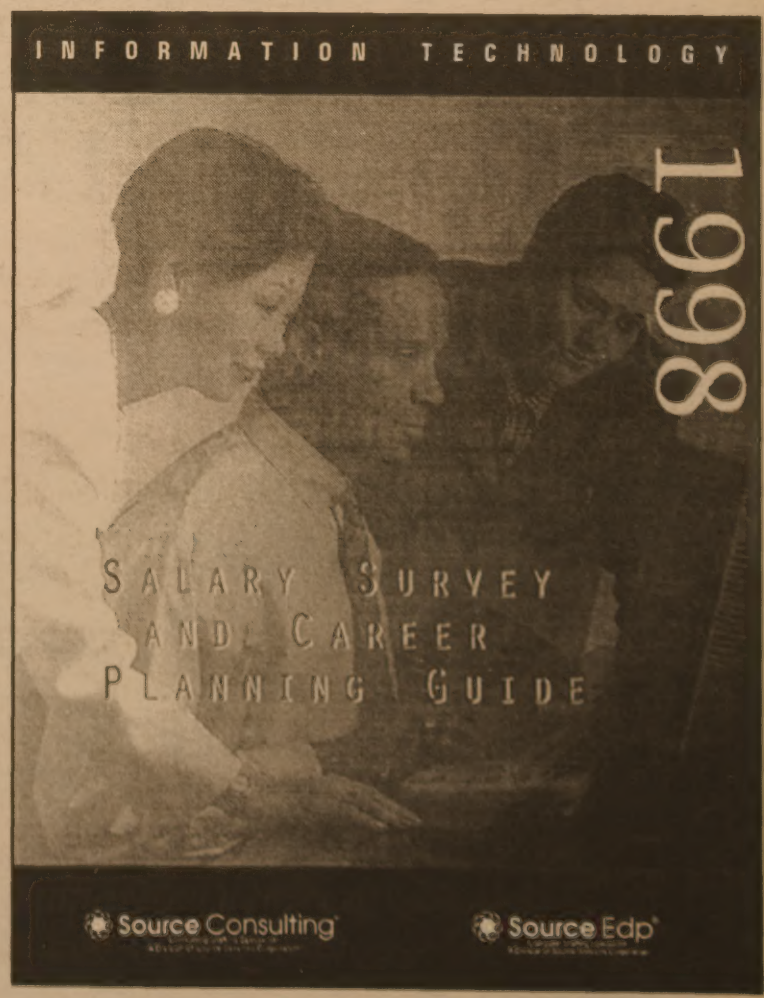

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Career Opportunities

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JOBS WANTED

Continued from page 76

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CONSUMER BUREAU
152 Alexander St., Princeton, NJ 08540

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Auto Dealers, New/Used:

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Auto Dealers Continued:

HAMILTON Chrysler-Plymouth Auth. Sales & Service. 1240 Route 33. Hamilton Sq. 586-2011. 20 min. from Prn.

MERCEDES-Benz Sales, Service & Leasing. MARKHAM MOTORS, LTD. 355 N. Gaston, Somrvl 908-685-0800.

Auto Detailing, Int'r/Exterior:

PERFECTION AUTO DETAILING Located at Precision Acura/Porsche, Rt.1, Lwrncvl...683-7277

Auto Parts Dealers:

QUAKERBRIDGE AUTO PARTS New & rebuilt Am./ imported. Brake drums/rotors turned. 101 Sloan Av, Mrcvl 890-1222.

Auto Repairs & Service:

DARIO'S IMPORTED CAR SERVICE NIASE. 299 Hillcrest Av, Ewing. 396-5538.

FOWLER'S GULF Foreign & Domestic repairs. VW Specialist, NJ Insp. Ctr. 271 Nassau St. Prn. 921-9707.

HAMILTON CHRYSLER-PLYMOUTH 1240 Rte. 33, Hamilton Sq, 586-2011.

LEE MYLES Free Check II, Free Towing. 859 Rt, 130 E. Windsor 448-0300.

JOSEPH J. NEMES & SONS Inc. Complete auto service. 1233 Hwy 206 North, Princeton (at Rte 518) 924-4177.

Bath & Kitchen Fixtures:

GORDON & WILSON CO. American Standard whirlpools, faucets, sinks & accessories. Showroom: 135 West Ward St, Hightstown. 609-448-0507.

Beauty Salons:

ATTITUDES 7 day full service salon. Hair & nail design. Jamesway Shopping Ctr. U.S. 130, E. Windsor. 443-4550.

Building Contractors:

EDWARD BUCCI BUILDERS Custom home builder & remodeler in the Princeton area for over 40 yrs. Additions & renovations. Commercial/residential. 924-0908.

Building Materials:

HEATH LUMBER CO. Since 1857. Home Building Ctr. Prompt delivery. 1580 N. Olden Av. Ewing, 1-800-85HEATH (854-3284).

Carpentry:

TWOMEY Builders & Carpentry Details. Alterations; bathrooms; kitchens; decks; basements; small jobs. 466-2693.

Carpet & Rug Shops:

G. FRIED Karastan, Bigelow, Mohawk, Lee. Major brands at discount. Vinyl flooring. Montgmry Ctr, Rocky Hill. 683-9333.

LOTH Floors & Ceilings Since 1939. Brand name carpet & flooring. Karastan; Bigelow; Lee. Vinyl; tile; ceramics; hardwood. 208 Sanhican. W.Tren. 393-9201.

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Catering:

NADIA GOURMET CATERING, Inc. Off premise catering. 908-231-7977.

Chimney Cleaning/Repair:

E & E CHIMNEY SWEEPS Full service inspection & cleaning. Lining & masonry repair, & caps. Tullytown, Pa. 215-945-2200

Computer Service & Repair:

PRINCETON COMPUTER SUPPORT, INC. Repairs/upgrades: notebooks, multimedia, monitors, printers, CD-ROMs, Pentiums, sound card/speakers, hard disks, tape backups. 5 Crescent Ave. #F, Rocky Hill 921-8889

Decks:

ARCHADECK Decks; patios; sunrooms; retractable awnings; screened porches; written warranty. 921-3420.

Electrical Contractors:

JOHN CIFELLI Electrical contractor. Installations; repairs. Residential/comrcl. Lic. #4131. Insured/bonded. 921-3238.

NASSAU ELECTRIC Installation & repairs. Residential & commercial, service upgrading, trouble shooting, outlets installed. Insured, licensed & bonded. Free estimates. 924-8823 or 530-0812.

Employment Agencies:

IMPACT Permanent & Temporary Services 1 Independence Wy, Prn 609-514-0920

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Florists:

HAGERTY THE FLORIST Flower/garden center. 79 S. Main, Cranbury. 609-395-0660.

Furniture Dealers:

WHITE LOTUS FUTON 100% cotton handmade futon mattresses. Oak, maple & cherry beds. Convertible couches, tables & dressers. 202 Nassau St, Princeton. 497-1000.

Furniture Unpainted:

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Garden Centers:

OBAL GARDEN MARKET INC. Everything for the garden & gifts for the gardener, seed, lime & fertilizer. Bird seed. Phone orders & free delivery. Tools. Annuals & perennials. Trees & shrubs. Expert service. Landscape consultants. Alexander Road at the Canal, Princeton, 609-452-2401.

Hearing Aids:

FAMILY HEARING CENTER Audiologist & Licensed Hearing Aid Dispenser #483. 2490 Brunswick Pike, Lawrncvl..(609) 882-6888

Heating Contractors:

LAWRENCEVILLE FUEL Since 1925. 16 Gordon Av, Lawrncvl. 896-0141.

NASSAU OIL Sales & Service 800 State Rd., Prn 924-3530.

PRINCETON FUEL OIL CO. 220 Alexander St. Prn. 921-1100.

STEELECO,INC. Auth. Carrier dealer. Heating & A/C specialists. 609-895-2673.

TINDALL & RANSON Plumbing, Heating & AirConditng. Auth. Trane dealer. 924-3434.

Home Improvement:

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Home Inspection Service:

AMBIC BLDG. INSPECTIONS State licensed, ASHI & BOCA Certified Member. "Complete inspection services will save time & money with one call."1-888-262-6242

Insurance Services:

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DOERLER LANDSCAPES, INC. Estab. 1962. Certified landscape architects & contractors. Lawrncvlle, 609-896-3300.

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LDH PRINTING UNLIMITED Complete printing service. 417 Wall St, Princeton. 924-4664.

S & A DUPLICATING High-speed duplicating & binding. Blueprinting. 987-0655. 5 Independence Way, U.S.1, Princeton.

Pumps & Well Drilling:

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Real Estate:

COLDWELL-BANKER SCHLOTT, Realtors Prn.: 10 Nassau 921-1411. Prn. Jctn: 50 Prn-Htstn. Rd. 799-8181. Belle Mead: 840 Rt. 206, 908-874-8421.

RE/MAX Tri-County Realtors 2275 Hwy. 33, Suite 308, Hamilton. bob O'Hare 587-9300 ext. 430

Recorded Music:

PRINCETON RECORD EXCHANGE CD's; LP's. New; used; bought; sold. Rock; classical; jazz, oldies. Open 7 days. 20 S. Tulane, Princeton 921-0881, www.prex.com

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Tile, Ceramic:

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REGENT FLOOR COVERING, INC. Since 1963. Unsurpassed quality installing ceramic, marble, slate, terra cotta. American Olean & other tiles from around the world. Showroom: 7 Rte. 31 N. Pennington. 737-2466.

Transmissions:

LEE MYLES Free Check II, Free Towing. 859 Rt. 130. E. Windsor 448-0300.

Travel Agencies:

AMERICAN EXPRESS Complete service. 10 Nassau, Princeton. 921-8600.

COCHRAN TRAVEL Air tickets; hotels. 1880 S. Broad, Hamltn Twp. 396-9009.

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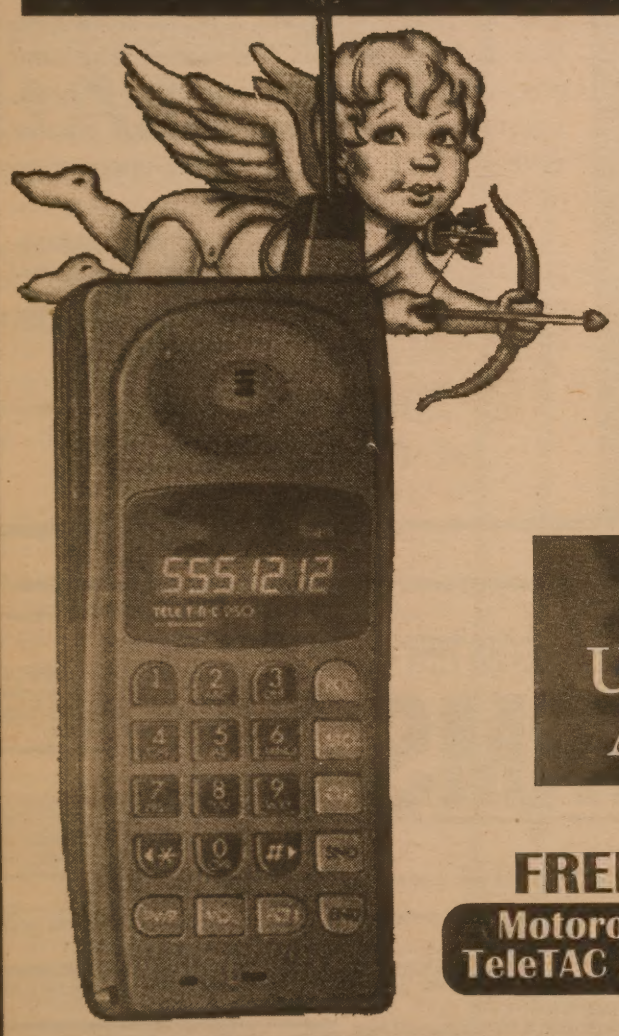

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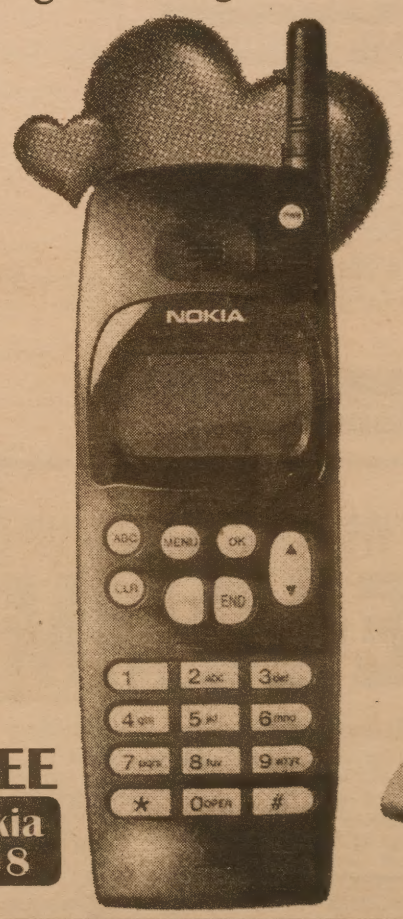

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